



American
Floral
Endowment

1993-Annual Report

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The American Floral Endowment is a non-profit corporation established to secure contributions for funding research and education programs relevant to the floriculture and environmental horticulture, the results of which will benefit the general public.

American Floral Endowment
11 Glen-Ed Professional Park
Edwardsville, Illinois 62025 USA
618-692-0045
FAX 618-692-4045



American
Floral
Endowment

Chairman's Message

1993/94 was a year of transition, milestones and successes. As this fiscal year ended, your Endowment is stronger than ever and committed to funding the research and education that will ensure a vital industry for everyone.

The first part of the fiscal year could be described as one of transition. After 15 years, Betty Abrams retired as Executive Vice President. In October of 1993, Bob Stoeckl was hired to succeed her as the new administrator.

Also in the fall of 1993, the Endowment invested in a small building to house operations. Prior to acquiring this building, the Endowment operations were conducted from an office at Betty Abrams' home. The investment in the building was a milestone and sign of maturity.

Our maturity is best illustrated by the size of the Endowment corpus and the level of funding it generates. The assets are approaching \$7 million dollars at the end of this fiscal year. These assets ensure a steady and continuous stream of funding now and tomorrow for research and education. The strength of this asset base has yielded over \$2 million for funding projects during the past seven years alone--almost a third of the total corpus value.

In addition to the level of funding, we are trying to ensure that dollars are allocated to projects that meet industry needs. We are constantly seeking and trying to develop ways to ensure responsiveness to the industry. In the past year, we have implemented both a "proactive" and "team approach" as part of this effort. Simply put, we are attempting to actively identify the needs and priorities of our industry, and then actively seeking out the researchers whose projects address those needs.

In Pest Management and Post-Production, we've gone a step further implementing a team approach to research. An approach designed to coordinate the research community in an effort that avoids duplication and demands cooperation.

Your support during this year has once again been outstanding. With two Century Dinners, we raised a combined total of over \$53,000 for the Endowment. The phone-a-thon held in June was a huge success. In a time when the economy was far from robust, forty-three industry leaders made calls, and you responded by pledging approximately \$1.2 million dollars.

As we enter a fiscal new year, the Endowment is mature, stable, has continuity with the past and is poised for the future. Together, our partnership in progress will ensure a vital industry for all.



On behalf of the entire Board of Trustees, thank you for your support. Your interest and generosity keeps the Endowment yielding. You are of key importance.

Sincerely,

Pete Garcia
Chairman

Board of Trustees



Chairman
Pete Garcia
Pete Garcia Company
Atlanta, Georgia



**Vice Chairman*
Project & Grants
Eiichi Yoshida
Sunnyside Nurseries, Inc.
Hayward, California



*Vice Chairman/
Fund Raising*
Don Flowers
Don Flowers Florist
Randallstown, Maryland



Treasurer
Kenneth R. Royer
Royer's Flowers, Inc.
Lebanon, Pennsylvania



Secretary
Ole Nissen
Sunshine State Carnations, Inc.
Hobe Sound, Florida



*Chairman/Flora-Stats
Committee*
Todd L. Bachman
Eden Prairie, Minnesota

*Eiichi Yoshida passed away in February 1994. Yoshimi Shibata (not pictured) took his place on the board until June 1994.

Board of Trustees



*Chairman Mosmiller
Scholar Program*
William C. Belden
Oscar G. Carlstedt Co.
Jacksonville, Florida



Dr. Carl F. Gortzig
Cornell University
Ithaca, New York



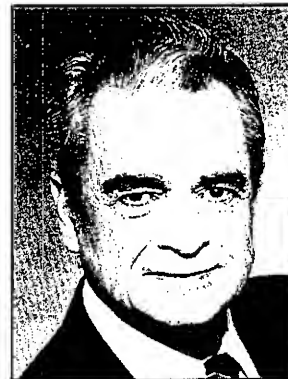
Herman Meinders
American Floral Services, Inc.
Oklahoma City, Oklahoma



Jacob Van Namen
Vans Inc.
Alsip, Illinois



Donald E. Weder
Highland Supply Corporation
Highland, Illinois



Norman T. White
White's Nursery
& Greenhouse, Inc.
Chesapeake, Virginia



Ex Officio
Harrison Kennicott
Kennicott Brothers Company
Chicago, Illinois



Executive Vice President
Bob Stoeckl
American Floral Endowment
Edwardsville, Illinois

Financial Report

American Floral Endowment

Financial Status

June 30, 1994

| Assets | 6/30/94 | 6/30/93 |
|---------------------------------------|----------------|--------------|
| Cash and Short Term Investments | \$ 284,886 | \$ 1,105,502 |
| U.S. Government & Agency Bonds (Cost) | 2,251,515 | 1,611,575 |
| Corporate Bonds (Cost) | 465,850 | 468,850 |
| Common Stocks (Cost) | 3,783,416 | 3,409,244 |
| Equipment (Net Depreciation) | 27,597 | 3,277 |
| Building & Land (Note 1) | <u>123,032</u> | |
| Fund Balance (Cost) | \$ 6,936,296 | \$ 6,598,448 |
| | | |
| Fund Balance (Market Value) | \$6,929,396 | \$7,089,283 |

Support & Revenue

| | | |
|---|----------------|----------------|
| Investments | \$ 302,588 | \$ 312,507 |
| Designated Contributions & Administrative Fundraising | <u>290,071</u> | <u>250,783</u> |
| Total | \$ 592,659 | \$ 563,290 |

Capital Additions

| | | |
|------------------------|----------------|----------------|
| Contributions (Note 2) | \$ 174,483 | \$ 1,001,084 |
| Realized Capital Gains | <u>431,820</u> | <u>275,266</u> |
| Total | \$ 606,303 | \$ 1,276,350 |

Disbursements

| | | |
|----------------------|------------|---------------|
| Management | | |
| Investment Fees | \$ 93,996 | \$ 91,256 |
| Administration | 141,080 | 120,751 |
| Grants | 622,766 | 634,811 |
| Depreciation | 2,680 | 915 |
| Foreign Tax/Interest | <u>592</u> | <u>17,524</u> |
| Total | \$ 861,114 | \$ 865,257 |

Summary

| | |
|-----------------------------|------------------|
| Receipts Over Disbursements | \$ 337,848 |
| Beginning Fund Balance | <u>6,598,448</u> |
| Ending Fund Balance | \$ 6,936,296 |

Notes

1. The investment in the building is listed on a cost basis. Depreciation is applied to equipment only.
2. Contributions in year ending 1993 included the Vic & Margaret Ball Internship gift of \$800,000.

1993/94 Highlights

Century Dinner XVII at FTD "A Beautiful Affair"

Century Dinner XVII was held August 16, 1993 in conjunction with the FTD convention in Nashville. The theme was "A Garden Party". Eileen Dutterer Gist, Stewart N. Dutterer Flower Shop, Inc., Westminster, Maryland was Chairperson. John Cason, Cason's Flowers, Bessemer, Alabama served as decorations Chairperson. Over \$14,000 was raised to help support the Endowment office.

*Hosts contributed \$2000
and Sponsors \$1000.*

Hosts:

Florists' Transworld Delivery Assn.
Redbook Florist Services
Vans, Inc.

Sponsors:

American Floral Services, Inc.
Oscar G. Carlstedt Co.
Colombia Flower Council
Florists' Mutual Insurance Company
Pete Garcia Company
The John Henry Company
Highland Supply Corporation
Pennock Company
Smithers-Oasis USA
Syndicate Sales, Inc.

Decorations were donated by:

Colombia Flower Council
Continental Farms
Continental Floral Greens
Creative Candles
Glad-A-Way Gardens
The John Henry Company
Hopkins Quality Leatherleaf
Lomey Manufacturing Corporation
Knud Nielsen Company, Inc.
Pajaro Valley Greenhouses, Inc.
Smithers-Oasis USA

Pajaro Valley of Nashville
provided special handling and
storage for decorations.



*Century Dinner XVII Chairlady Eileen Dutterer Gist receiving award from
Endowment Chairman Demaree.*

Some Century Dinner XVII Guests



John Borden, FTD, Gretchen Wagner, Lou Brand, Michelle Malone and Ralph Owens, with The John Henry Co.



Bill Adams and Lena Adams, Adams Flowers.



The Redbook Gang (Front Row): Bill Fisher, Greta Boehme, Martha Jean Swindle, Lorraine Robinson, David Sluder, Fred Swindle. (Back Row): Bob Brouwer, Rich Salvaggio, John Carruthers, Abner Maldonado.



Dwight Larimer, Design Master and Betty Abrams, The Endowment.



William Gouldin, Strange's Florist and Gena Kremp, Charles Kremp 3 Florist.



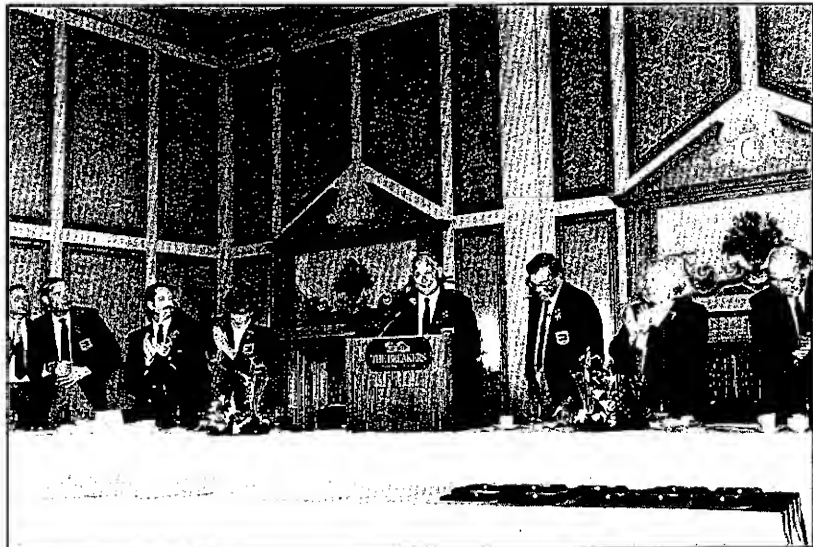
Miriam Salazar, Colombia Flower Council and Susan Murphy, Pajaro Valley Greenhouses.

Fall 1993 Annual Meeting

The annual meeting was held in conjunction with the Society of American Florists (SAF) convention in West Palm Beach, Florida on October 2, 1993. During the meeting, the chairmanship of the Endowment officially changed. Del Demaree passed the gavel to Pete Garcia, and Betty Abrams bid farewell.



Betty Abrams



Del Demaree receives farewell ovation.

Endowment News

New Office Building

The American Floral Endowment reached a significant milestone in its history. While meeting in June 1993 and reaffirmed by teleconference in July 1993, the board of trustees approved the investment in a small office building.

Endowment operations were shifted from the home of Betty Abrams at the beginning of November.



The American Floral Endowment



Betty Abrams

The Torch Passes

Due to health related reasons, Betty Abrams found it necessary to resign from the Endowment. Abrams had served the Endowment full time since 1979, and part time in various capacities for ten years before that.

Her distinguished career in the floral industry began in 1965 with the Society of American Florists (SAF). During her tenure, the Endowment has grown to nearly \$7 million dollars.

For Abrams, the decision to step down was a difficult one. "I'm going to miss this job terribly," Abrams said. "It has been very special to me and I feel I've been privileged to do it."



Bob Stoeckl

New Administrator

Bob Stoeckl became the new Executive Vice President for the American Floral Endowment during the annual meeting held in West Palm Beach, Florida on October 2, 1993.

Stoeckl came to the Endowment with a background in communication and non-profit administration. He graduated from Southern Illinois University (SIU) with a B.A. in Speech Communication.

He had been the Regional Coordinator with the Muscular Dystrophy Association responsible for six district offices in both Missouri and Illinois. He had also held the position of Recruitment and Retention Coordinator for the SIU Graduate School.

New Grant Procedures

A new procedure for awarding research grants was approved by the Endowment board of trustees in January 1993 and implemented as part of project funding in January 1994. The new procedure features a team approach.

Recommendations for the change emanated from an ad hoc committee set up to review existing practices.

The team approach utilizes a coordinated effort for getting needed research accomplished. The goal is a more efficient use of available funds for more effective solutions to problems. Two areas were slated for the initial implementation: Pest Management headed by Dr. Michael Parrella, University of California, Davis, and Post-Production headed by Dr. Terril Nell, University of Florida.

Research priorities are established through various methods. The results of the 1987 Research Priorities Summit frame the basic foundation. These priorities have been essentially verified through Dr. Cathey's two year study as USDA National Chair for Florist and Nursery Crops Review and a survey of each segment of the industry by a committee headed by trustee Ole Nissen.

Efforts are underway to efficiently monitor project progress. Carl Scharfenberg agreed to serve in a special advisory role to the board in which he will interact with researchers and report to the board. An archive within the Endowment office will be developed compiling all Endowment research projects since its inception in 1961.

Living Legacy Guarantor

Del Demaree, Endowment Chairman (1992/93), Kokomo, Indiana became the first industry person to take out a life insurance policy through the Living Legacy Program developed by Florists' Life Insurance Company. The program undertaken in a cooperative effort with the Endowment offers industry members an opportunity to make substantial contributions for research and education at a low cost.

Living Legacies can be established by contacting Florists' Life Insurance Company.



Del Demaree Syndicated Sales, receives Living Legacy momento from Barbara Giardino, Florists' Insurance Company.

Century Dinner XVIII at WF & FSA Young Executives Auction Highlights

With celebration as the theme, Century Dinner XVIII was a huge success during the Wholesale Florists & Florist Suppliers of America convention in San Diego, California on April 8, 1994. Naomi Shibata served as Chairperson. With the help of the WF&FSA Young Executive auction, over \$39,000 was raised for Endowment administrative costs.

*Hosts contribute \$2000
and Sponsors \$1000.*

Hosts:

Colombia Flower Council
Glad-A-Way Gardens, Inc.
Highland Supply Corporation
Pete Garcia Company
Teleflora
Vans, Inc.

Sponsors:

American Floral Services, Inc.
Armellini Express Lines, Inc.
Oscar G. Carlstedt Co.
Delaware Valley Wholesale Florist, Inc.
Paul Ecke Poinsettia Ranch
Floral & Nursery Times
Floralife, Inc.
Florists' Mutual Insurance Company
Florists' Transworld Delivery Association
Greenleaf Wholesale Florists, Inc.
The John Henry Company
Pennock Company
Smithers-Oasis USA
Syndicate Sales, Inc.
White's Nursery & Greenhouses, Inc.

Ron Ota served as decorations Chairman as 241 industry men and women attended the dinner at \$100 each.



Peter Garcia, American Floral Endowment Chairman, presents award to Naomi Shibata, Century Dinner XVIII Chairperson.



WF&FSA Young Executive Board members Katy Miller, Dillon Floral Corporation, left and Lisa Allensworth, American Foliage Company.



Peter Moran, left, Executive Vice President of Society of American Florists, with Penny and Ken Coley, Florists' Transworld Delivery, (FTD).



From left to right: Chairman Pete Garcia and Brenda Garcia, Pete Garcia Company, and Tim Matsuno, Greenleaf Wholesale Florist.



From left: Dona Abbott and Tasha Abbott, Highland Supply Corporation, Laura Shinall, Larry Shinall and Del Demaree Jr., Endowment past chairman, Syndicate Sales, Inc.



From left: Jane and Henry Bowen, with John, Robert and Wendy Wilkins, all from Delaware Valley Wholesale Florist, Inc.



WF&FSA Young Executive Kenny Hopkins, Pete Garcia Company, shows Bobby Bowden autographed Seminoles football at the auction.



David Armellini of Armellini Express Lines.



From left. Miriam Salazar, German R. Salazar, and Victoria Stuppy all from Colombia Flower Council.

Fun Continues...



Naomi Shibata, Century Dinner XVIII Chairperson, left, with Trustee Jacob Van Namen and his wife, Rita, Vans, Inc.



Maria Giliotti and Bob Billings, Pennock Company.



Brenda Garcia and Tim Matsuno as auctioneers.



Paul Ecke Jr., Paul Ecke Poinsettias, left, with Prather Smith, Knud Nielsen Company.



Tom Butler, left, and Herman Meinders, American Floral Services.



Neil Canine, Glad-a-Way Gardens.



Greg Coccari, Teleflora, Inc.



WF&FSA past president, Dave Mears, Bob Mears Wholesale, checks out one of the many items available during the auction.

Phone-A-Thon a Huge Success!

Forty-three industry men and women joined forces and raised close to \$1.2 million dollars for research and education. The Endowment's fifth phone-a-thon held on June 1 & 2, 1994 was a tremendous success.

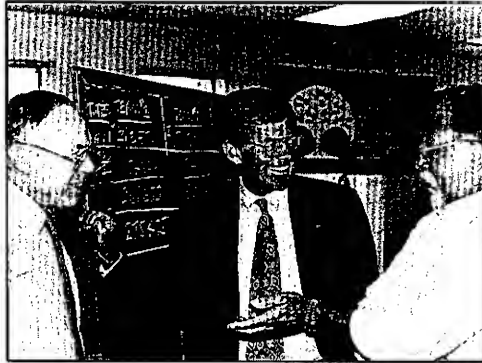
At the end of the second day, \$1,178,000 had been pledged. It was truly a team effort. Very special thanks go to the callers and assistants who participated at their own expense, Floral Network for providing facilities and the hundreds of industry men and women who responded so generously.

Participants follow:

Todd Bachman, G. Victor Ball, William Belden, Emily Belden, Eric Benjamin, Warren Bickes, Bob Carbone, Elaine Carbone, Sten Crissey, Rick Dramm, Paul Ecke Jr., Don Flowers, Brenda Garcia, Pete Garcia, Jim Gaunt, Bill Gouldin, Royal Heins, Katie Kennicott, Harrison "Red" Kennicott, Charles Kremp, Dwight Larimer, Jim Leider, Leonard Levy, Bill Maas, Herman Meinders, Jim Mieuli, Margaret Mieuli, Ole Nissen, J.R. Phillip Sr., Whiting Preston, Al Riccardi, Walter Rojahn, Ken Royer, Mel Schwanke, Steve Seely, John Shelton,Carolynn Van Namen, Jack Van Namen, Jacob Van Namen, Rita Van Namen, Bob Weatherford, Shirley Weatherford, and Don Weder.



Part of the gang who made it happen. Front row, from left: Pete Garcia, Jacob Van Namen, Eric Benjamin, and Herman Meinders. Back row: Bob Carbone, Jack Van Namen, Carolynn Van Namen, Dwight Larimer, Rita Van Namen, Elaine Carbone, Brenda Garcia, Len Levy, Steve Seely, Don Flowers, Charles Kremp III, Bob Stoeckl, Bill Gouldin, and John Shelton.



From left to right: Red Kennicott, Kennicott Brothers; Charles Kremp III, Charles F. Kremp III Florist; Jim Mieuli, Navlet's Florist.



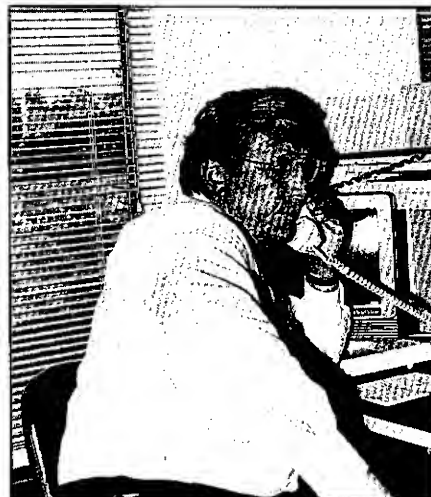
Pete Garcia, Pete Garcia Company, left, discussing details with Todd Bachman, Bachman's Inc., right.



Carolynn Van Namen, Vans Inc., smiles as she takes information.



A team huddle for the final totals.



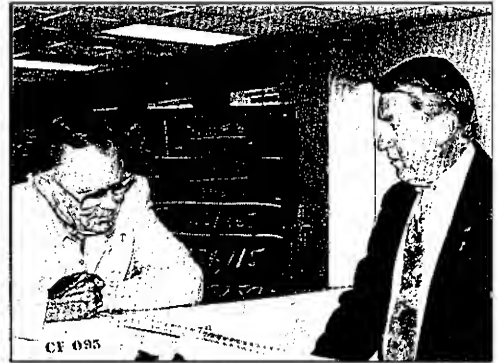
John Shelton, Pajaro Valley Greenhouses, anticipating a yes.



Busy on the phone are Steve Seely, American Floral Services, left and Bob Carbone, R.J. Cabone Company, right.



Doing a little research from left to right: Bob Stoeckl, American Floral Endowment; Todd Bachman, Bachman's Inc.; Dwight Larimer, Design Master; Jim Mieuli, Navlet's Florist.



Bob Weatherford, Southern Floral Company, left discusses his pledge successes with Trustee Herman Meinders.



Bill Belden, Oscar G. Carlstedt Co. making calls.



Nikki DeLeonardis, American Floral Endowment, inputs the pledges.



Jack Van Namen, Vans Inc., receiving a pledge.



Bob Carbone, R.J. Carbone Company, getting a pledge.



Adding up the pledges from left to right: Rita Van Namen, Elaine Carbone, Shirley Weatherford.

Tributes

Christian B. Nissen Remembered With a Major Gift



Christian B. Nissen

Through a Memorial Tribute established within the American Floral Endowment, Christian B. Nissen was remembered and honored in perpetuity with a gift of \$50,000 by his parents Ole and Eleanor Nissen, N. Palm Beach, Florida.

The gift includes design and purchase of a Memorial Board for the Endowment office where all past and future tributes can be displayed.

Chris who was a graduate of University of Florida was born November 16, 1955 and past away October 7, 1992. In the words of his family, "Chris lived his life with courage, determination and love."

Board Establishes Tribute for Fellow Trustee



Eiichi Yoshida

The Endowment's Vice Chairman for Projects and Grants Eiichi Yoshida passed away February 5, 1994. Yoshida had served as a member of the board of trustees for nine years until he resigned on January 1, 1994 due to failing health resulting from cancer.

Yoshida had a deep commitment to the Endowment and served tirelessly in leading the Projects and Grants Committee. His efforts included traveling at his own expense to visit the universities and research facilities conducting Endowment funded research.

As a way to honor their friend and colleague for his commitment and service, the board of trustees joined together in January 1994 to establish a living tribute in his name.

Corporate, Living and Memorial

Tributes are available to honor individuals, families and companies. Tributes provide a tangible way of expressing care, saying thank you for a friendship or acknowledging a customer.

A minimum contribution to the Endowment of \$500 is required to establish a tribute. Once established, additional contributions in any amount may be received. The family or corporate entity is always notified.

Corporate Tributes

Corporate Tributes are designed to provide a vehicle for recognition of floral industry firms and corporations. Since the tributes inception in 1986, the following organizations have been so recognized:

Bay City Flower Co.
Half Moon Bay, CA

Clackamas Greenhouse
Aurora, OR

Frank Clesen & Sons, Inc.
Evanston, IL

R.O. Cowley Wholesale Florist
Pittsburgh, TX

Burdette Coward & Co., Inc.
Punta Gorda, FL

Cremer Florist
Hanover, PA

Dillon Floral Corporation
Bloomsburg, PA

Hardin's Wholesale Florist Supply
Liberty, NC

Hartzell Flowers, Inc.
Dayton, OH

*Irwin Greenhouses Inc.
Canyon, TX

John Klaus & Sons Greenhouses
Greenwood, MO

Klepac Brothers, Inc.
Blanco, TX

Mazzanti Carnations
South San Francisco, CA

H. Nakano & Sons
Redwood City, CA

Park Floral Co.
Englewood, CO

Rough Brothers, Inc.
Cincinnati, OH

Tietze Wholesale
Dallas, TX

Weber's Greenhouses
Milwaukie, OR

Wolfe the Florist
Waco, TX

*Tribute established 1993/94



Standing from left clockwise: Larry Irwin, Linda Irwin Acton, Lou Anne Irwin Causey, Jean Irwin and Jim Irwin.

Living Tributes

Living Tributes are testimonials to outstanding achievement and regard from fellow workers and associates to honor a living member of the industry. All Living tributes recorded within the Endowment as of June 30, 1994 follow:

- * Betty Abrams
- Arthur J. Baisch
- Carl Baldesare, Sr.
- Charles Barr
- I.W. Bianchi
- + Z.D. Blackistone
- Louis J. Brand
- + Albert H. Burki
- * M. Patricia Cronin
- Delmar E. Demaree, Jr.
- Robert C. Dewey
- John Henry Dudley
- + Paul Ecke, Sr.
- + George Elliott
- John O. Finn
- Frank Fredenhagen
- + John W. & LaVerne B. Giles
- Hazel Grill
- + O. Ben Haley, Jr.
- Donald E. Hook
- + Howard J. Hook
- + Francis Hopper
- + Joe Hopper
- Dan Irons
- Martha J. Keller & Herbert Rothwell
- + Harrison Kennicott, Jr.
- L.R. "Bud" Kintzele
- + John S. Knipe
- + Leonard Koehler
- + Prof. Alex Laurie
- Elma Lundahl
- Edward & Grace Lutey
- Wally MacDonald
- Robert L. Orth
- Eulalah Overmeyer
- + Samuel S. Pennock III
- Gustav H. Poesch
- Jack W. Redditt
- Kenneth Royer
- Mel Schwanke
- R.H. "Hank" Sciaroni
- Yoshimi Shibata
- + Kenneth F. Short
- + E.G. Thornton
- * Alvi O. Voigt
- + Erin H. Weder
- * Louise Graham Weder

- Milton M. Weiss
- Olin A. Wetzel
- J.F. Wilcox Family
- *+Eiichi Yoshida

- + Deceased
- * Tribute established 1993/94



Louise Graham Weder



Betty Abrams



M. Patricia Cronin



Alvi O. Voigt

Memorial Tributes

Industry men and women, as well as friends and families, can be remembered in perpetuity through Memorial Tributes. The following have been so honored through 1993/94.

Mr. & Mrs. S.C. Abbott
 David Abrams
 Adamo-Loweke
 Robert Alenius
 Irving S. Allen
 Clarence M. Amling
 Otto Amling
 Henry C.A. Bachman, Jr.
 * Carl D. Baldesare
 Mr. & Mrs. Dewitt Barber
 Clair Barrett
 John Barter
 Matthew Bartindale
 Andrew Benson
 Richard L. Benton
 Harry Bernard
 J. Elmer Betty
 Henry J. Betz, Sr.
 I.W. Bianchi
 Clarence J. Bickes
 * Deborah Anne Billings
 Daryi Bordine
 Frank Brautigam
 Tommy Bright
 Irma F. & W.E. Callaham
 Robert Callaham
 Oscar G. Carlstedt
 Denis R. Celleghin
 Roman J. & Florence A. Claprood
 Bertha Spence Cook
 William Coy Kendall
 James Crissey
 W.L. Crissey
 Raymond B. Crowley
 Annie H. Gooch Darbee
 Robert Eugene Darbee
 Rodger Davidson
 William E. DeLoache
 Mrs. Fern Demaree
 Bette Deprez
 Nicola & Pasquale DeSantis, Sr.
 * William J. Doran
 Ira Doud
 Eugene R. Dramm
 Floyd B. Dreher
 Donald Dunbar
 Magdalena Ecke
 Paul Ecke, Sr.
 Austin S. Edgar
 Walter J. Engel, Sr.
 Clyde Epperson

Albert Ferris
 Barnard "Barney" Finger
 M. Truman Fossum
 Pete Franconi, Sr.
 John Furrow, Sr.
 Irving B. Garber
 Joseph A. Garcia, Sr.
 Michael C. Garcia
 Walter Gardner
 D.S. Geddis, Sr.
 John W. & LaVerne Giles
 Walter Gills
 John Patrick Glass, Jr.
 Louis B. Glick
 Romaine Glisson
 John G. Glodt
 Stanley A. Goldman
 Douglas R. Gordon
 H. "Granny" Granovitz
 Joe & Lily Green
 Joseph N. Gregoire, Sr.
 Cornelius M. Groen
 Lavena M. Groen
 Adolph E. Gude, Sr.
 Granville Gude
 William F. Gude
 Samuel & Huldah Hagen
 Mr. & Mrs. Alexander Henderson
 and Frederic Metcalf
 E.G. Hill & Earl Mann
 Joseph H. Hill
 Albert L. Hoekstra
 Simon Hoekstra
 Jay Hogrefe
 Herman Hollberg
 Leo Hollberg
 Herbert Holm
 D.E. Hopkins
 * Charles V. Hunt
 Otto G. & Anna M. Hupfel
 Walter M. Hupfel
 Arthur Ito, Jr.
 Edward Jacobson
 Robert E. Johnson
 Joseph Johnston, Jr.
 David L. Jones
 Pauline Modlin Jones
 Tom Joy
 Ralph H. Kapp
 * Eileen Grace Kelly
 Mary Jane Kennicott



Carl D. Baldesare



Deborah Anne Billings



William J. Doran

Jack Rhodes Kervan
 Leland T. Kintzele
 Louis Kintzele
 D.C. Kiplinger
 Kiyoko Kitayama
 Masuko Kitayama
 John S. Knipe
 Electa Koehler



Eileen Grace Kelly

Jerome Krivit
 Paul Krone
 Yoke Kuromi
 Kenneth Lawlor
 John Liesveld
 John R. McGinley
 Bertrand G. McGinnis
 Wake McLellan
 Melvin Mack
 Ed Manda
 George Mangel, Sr.
 Gurney Mann
 Joseph T. Markow
 Mary Ann Markwood
 Jack Mayesh
 Joseph Merritt, Sr.
 W.J. Messmer
 Richard V. Mikesell
 Mary M. Mikuriya
 William G. Minich, Jr.
 Stanley C. Minshall

Jim Morrell
 Leon Moskatel
 Col. Walter and Barbara B.
 Mosmiller, Jr.
 Frank, W.E. & F.J. Mosmiller
 Rollo Mueller
 G. Edwin Murphy
 Albert J. Neill
 Mr. & Mrs. H.D. Neve
 Hannah Niday
 Ross Nielsen
 * Christian B. Nissen
 Kenneth Noppe
 * Hazel Ninon Nyback
 Seiji Obata
 Mr. & Mrs. Albert Oelschig, Sr.
 Pop Patterson
 Charles F. Pennock
 S.S. Pennock III
 S.S. Pennock, Jr.
 S.S. Pennock, Sr.
 Harry I. Peters
 Peter B. Pfahl
 Priscilla Fergusson Phelps
 Leno Piazza, Sr.
 Andrew A. Pierson
 Albert Pochelon
 Oswald Preuss
 Peter Pugliese
 Harvey Radus
 A.L. Randall
 Ronald J. Rasmussen
 James Rathmell
 Charles O. Reiff, Jr.

Curtis W. Richardson, Jr.
 Rafael Rigual
 Jerry L. Robertson
 Arthur Robbins
 Fritz Roll, Jr.
 Hans Rosacker
 Harry W. Roth
 Robert O. Saunders
 Jack Savarese
 Joseph Shaner
 Muriel Sharon
 Joe Shinoda
 Peter Shinoda
 Yoshiko Shinoda
 Robert Q. Shoch
 Kenneth F. Short
 J.S. Skinner
 R. Earl Slye
 Vernon L. Smithers
 Harold H. Sorensen
 William H. Stimming
 William Strickland
 Albert Strumph
 Neil Wade Stuart
 Leo Stuhldreher
 Francis X. Stuppy
 Daniel V. Sugreu
 Shizuo George Suyeyasu
 Walter F. Swartz
 Josephine & Anton Sykora
 Fred M. Tayama
 Mitsuo Tokunaga
 Richard Tokunaga
 Fred Tredup
 Charles "Bob" Tryon
 John Tuefel
 Barbar Euser Van Namen
 Tony Van Namen
 Vincent Vanni
 John H. Walker

Adolph "Ade" Weberg
 Erwin Weder
 Herbert R. Weder
 Robert Weidner
 Henry Weiland
 Paul E. Weiss
 James C. Welch
 Fred Wesemeyer
 June Wesemeyer
 Joseph C. Wetzel
 Judy Wetzel
 George V. Wienhoeber &
 Rudolph Scheffler
 Roy F. Wilcox
 George Wilke
 Teresa B. Wilkins
 Hubert Wolfe
 Thomas J. Wolfe &
 George Wolfe, Sr.
 Luther Wright
 Harold F. Yoder

* Tribute Established 1993/94



Charles V. Hunt



Hazel Ninon Nyback



Christian B. Nissen

Contributor Recognition

Giving Levels

All individuals and organizations making a contribution to the Endowment within the last year, or those contributing a minimum of \$500, are listed in this report. All listings are according to levels reached as of June 30, 1994.

Designations have been assigned various levels of giving. Contributions are cumulative and provide a practical way of building individual and organizational participation. Recognition plaques are presented annually to those reaching different levels, beginning with the Guardian level.

Designations include:

| | |
|-------------|----------------------|
| Builders | \$25,000 and above |
| Benefactors | \$20,000 to \$25,000 |
| Patrons | \$15,000 to \$20,000 |
| Founders | \$10,000 to \$15,000 |
| Protector | \$5,000 to \$10,000 |
| Guardians | \$2,500 to \$5,000 |
| Vanguards | \$1,000 to \$2,500 |
| Sentinels | \$500 to \$1,000 |
| Sponsors | \$100 to \$500 |
| Givers | Under \$100 |

Since this report is the first based on a fiscal year and the timing of our annual meeting is in September of each year, those pictured are based on attaining new levels as of June 30, 1993, and receiving recognition at the October 1993 annual meeting.

Three awards were established to recognize several major giving levels.

| | |
|----------|-----------------------|
| Gold | \$50,000 to \$75,000 |
| Diamond | \$75,000 to \$100,000 |
| Platinum | \$100,000 and above |

Special Awards

Platinum:

(\$100,000 and above)

American Floral Services, Inc.
Asocolflores/Columbia Flower Council
G. Victor and Margaret Ball
Albert H. Burki Foundation
Andrew L. Darbee Estate
Paul Ecke Poinsettias
Florists' Transworld Delivery Association
Teleflora, Inc.

Diamond:

(\$75,000 - \$100,000)

Geo. J. Ball, Inc.
Yoder Brothers, Inc.

Gold:

(\$50,000 - \$75,000)

Association of Floral Importers of Florida
Florafax International, Inc.
Ole & Eleanor Nissen
Pennock Company
Society of American Florists



Vic and Margaret Ball being presented with a crystal vase especially designed to commemorate their gift of \$800,000 to establish the Vic and Margaret Ball Internship within the American Floral Endowment during the Endowment's annual meeting luncheon October 2, 1993.



Rocky Politz, representing Teleflora, Inc., receiving the American Floral Endowment Platinum Award from 1992/93 Chairman Del Demaree for contributions totalling \$100,000, during the Endowment's annual meeting luncheon, October 2, 1993.



Paul Ecke, Jr. (left) receiving the American Floral Endowment Platinum Award from 1992/93 Chairman Del Demaree for contributions totalling \$100,000 during the Endowment's annual meeting luncheon, October 2, 1993.



On hand to receive Builder plaques for contributions of \$25,000 and above during the American Floral Endowment annual meeting luncheon were (left to right): Eric Shibata, for Mt. Eden Nursery; Bob Wilkins, Delaware Valley Wholesale Florist; and Harrison "Red" Kennicott, Kennicott Brothers Company.



On hand to receive Benefactor plaques for contributions of \$20,000-\$25,000 during the American Floral Endowment annual meeting luncheon were (left to right): David Niklas, for Northwest Florists' Association; Jim Hill, for CFX, Inc.; Ramon Garcia, for McGinley Mills, Inc.; and John Horiuchi, for Greenleaf Wholesale Florists.

Builder

Bachman's Inc.
 Arthur Blome Estate
 Oscar G. Carlstedt Co.
 Century Florist Supply Co.
 The Claprod Companies
 Delaware Valley Wholesale Florist, Inc.
 DWF Wholesale Florists
 Paul Ecke Sr.
 Paul Ecke Ranch
 Florists' Mutual Insurance Co.
 M. Truman Fossum Estate
 Four Farmers, Inc.
 Pete Garcia Company
 Fred C. Gloeckner Estate
 Gude Brothers Company
 Highland Supply Corporation
 Kennicott Brothers Company
 Manatee Fruit Company
 Mikkelsens Incorporated
 Col. and Mrs. Walter Mosmiller, Jr. Estate
 Mt. Eden Nursery
 Pittsburgh Cut Flower Co.
 A.L. Randall Co.
 Claymore C. Sieck, Inc.
 Smithers-Oasis
 Sunburst Farms, Inc.
 Syndicate Sales, Inc.
 Vans, Inc.
 W.F.R., Inc.
 Wholesale Florists and
 Florist Suppliers of America
 Wolfe The Florist, Inc.

Benefactor

A & W Glads, Inc.
 Paul F. & Alwina Amling Estate
 Armellini Express Lines, Inc.
 CFX, Inc.
 John Henry Dudley
 Walter J. Engel, Inc.
 Bob Gilmore Company, Inc.
 Greenleaf Wholesale Florists, Inc.
 The John Henry Company
 Irwin Greenhouses, Inc.
 McGinley Mills, Inc.
 Northwest Florists' Association
 Redbook Florist Services
 Ribbon Narrow Fabric Co, Inc.
 Strange's Florist, Greenhouse
 & Garden Center
 Zelianople Greenhouses



On hand to receive Patron plaques for contributions of \$15,000-\$20,000 during the American Floral Endowment annual meeting luncheon were (left to right): Bob Weatherford, for Weatherford Farms and Greenhouses; the late Eiichi Yoshida, Sunnyside Nurseries, Inc.; and Robert Carbone, R. J. Carbone Company.



On hand to receive Founder plaques for contributions of \$10,000-\$15,000 during the American Floral Endowment annual meeting luncheon were (left to right): Randy Ashmore, United Wholesale Florists; Ken Royer, Royer's Flowers; Fred Swindle, Redbook Florist Services; John Shelton, for Pajaro Valley Greenhouses; Jim Leider, Leider Horticultural Companies; Eric Benjamin, for Flower News; Tracy Houff Anderson, Roy Houff & Co.; Tom DiCanio, Floral & Nursery Times; Paul Ecke, Jr., for American Floral Exchange; Joe Koppleman, Fall River Florist Supply; and Bob Abrams, for Bob and Betty Abrams.

Patron

Bay City Flower Co.
 CCC Associates
 Carbone Floral Distributors
 Continental Farms
 Robert C. Dewey
 Fred C. Flipse
 Flower View Gardens
 Gelco Internacional, SA
 Hall Affiliates
 Robert R Hall, Inc.
 E.G. Hill Co.
 L. Piazza Wholesale Florists
 Rainbow Flowers, Inc.
 Stuppy Family Foundation
 Sunnyside Nurseries, Inc.
 John L. Tomasovic, Sr. Florist, Inc.
 Weatherford Farms & Greenhouses

Founder

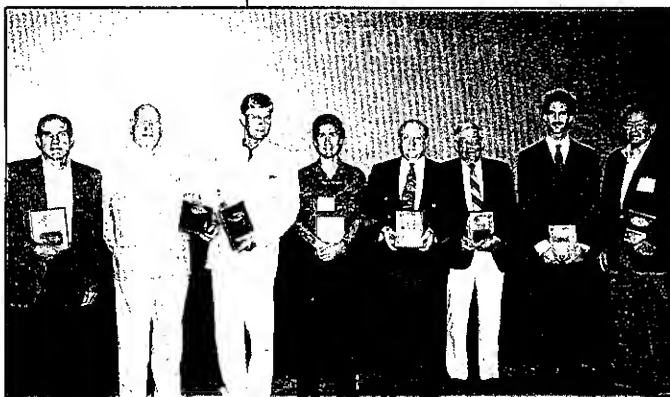
Robert C. and Betty Abrams
 M. Adler's Son, Inc.
 American Florist Exchange
 American Oak Preserving Company, Inc.
 Associated Cut Flower Co., Inc.
 Bay State Florist Supply
 I.W. Bianchi, Inc.
 Larry Beck
 Gordon Boswell Flowers, Inc.
 Cleveland Plant & Flower Co.
 Everett Lawson Conklin
 Creative Distributors, Inc.
 Dillon Floral Corporation
 The Exotic Gardens
 Fairytale Foils
 Fall River Florist Supply Co., Inc.
 Floral & Nursery Times
 Floralife, Inc.
 Flower News
 Frazee Flowers, Inc.
 J.P. Freund, Inc.
 Gallup & Stribling Orchids, Inc.
 Pete Garcia Co. Sales Staff
 Garcia Group
 Grace-Sierra Horticultural
 Products Co.
 Dr. David E. Hartley
 The John Henry Co. Salesmen
 Roy Houff & Co., Inc.
 Hungnong Seed Co., Ltd.
 Lehrer's Flowers

Leider Horticultural Companies
 Lincoln Wholesale Florists Co.
 McShan Florist, Inc.
 William A. Maas
 Mainland Nursery, Inc.
 Matsui Nursery, Inc.
 Mellano & Co.
 Mueller Brothers, Inc.
 Knud Nielsen Co., Inc.
 Nurserymen's Exchange
 Oglevee Ltd.
 Oliver & Thompson, Inc.
 Pajaro Valley Greenhouses, Inc.
 Park Floral Co.
 Paul's Wholesale Florist
 A.N. Pierson, Inc.
 A.L. Randall Co. Salesmen
 Jack W. Redditt
 Royer's Flowers, Inc.
 San Diego County
 Flower Association
 Sluder Floral Co.
 Southern California
 Floral Association
 Southern Floral Company

Sunshine State Carnations, Inc.
 Bill Suyeyasu Wholesale Florist, Inc.
 Larry Teitel
 Twyford Plant Laboratories, Inc.
 United Wholesale Florists, Inc.
 Jerome Wagner
 Washington Bulb Co.
 MW, Inc.
 N.H. Wright, Inc.

Protector

Aldershot of New Mexico, Inc.
 American Carnation Society
 Amlings of California, Inc.
 Ashland-Addison Florist
 Badger Wholesale Florists, Inc.
 Baisch & Skinner, Inc.
 Ball Pan AM Plant Co.
 Bartz Viviano Florists
 Behnke Nurseries Co.
 G.A. Berlin, Inc.
 Boesen The Florist
 Brody Company
 California Association of Flower
 Growers & Shippers
 California Chrysanthemum
 Growers Association
 California Cut Flower Commission
 Candle Artisans, Inc.
 Chicago Florist Supply Company
 Clackamas Greenhouse, Inc.
 Conner Park Florist, Inc.
 Conroy's, Inc.
 Conroy Wholesale Florist
 W.J. Cowee, Inc.
 DeJong Greenhouse
 Del Rey Plastics
 Bill Doran Company
 John E. Dramm
 Dramm & Echter
 Paul Ecke 3
 Ellison's Greenhouses
 Elmhurst Flower Growers, Inc.
 Elmira Floral Products, Inc.
 Euser's Greenhouses, Inc.
 FTD District 2-A&B
 FTD District 14 G
 Florists' Mutual Insurance Co.-Officers
 Foco, Inc.
 Gardens America, Inc.
 Glad-A-Way Gardens
 Glass Corner Greenhouses, Inc.



On hand to receive Protector plaques for contributions of \$5,000-\$10,000 during the American Floral Endowment annual meeting luncheon were (left to right): Sam Viviano, Bartz Viviano Florists; Arthur Baisch, Baisch & Skinner; Rene Van Rems, for California Cut Flower Commission; Paul Ecke 3, for PaulEcke 3; Jack Van Namen, for Glass Corner Greenhouses; Lyle Akey, for Golden State Wholesale Florists; Stanley Fitts, for Reeves Floral Products; and Bob Weatherford, for Transamerica Floral Imports.

Golden State Bulb Growers
 Golden State Wholesale Florists
 Groen Rose Co.
 Albin Hagstrom & Son, Inc.
 O. Ben Haley Jr.
 Hillcrest Garden, Inc.
 Mr. & Mrs. Donald Hook
 Claude Hope
 Robert E. Johnson
 Wm. F. Kasting Co.
 G.R. Kirk Co.
 Ray Kitayama
 Klepac Brothers
 Greenhouses, Inc.
 Paul Krone Fellowship Fund
 Lansing Florists Exchange
 Victor Levy
 Longview Fibre Co.
 Lynchburg Wholesale
 Floral Corp.
 Malmberg's, Inc.
 Neal Mast & Sons
 Greenhouses, Inc.
 Jack Mayesh Wholesale Florist

Cloy M. Miller
 Moore Paper Boxes, Inc.
 Mount Clemens Rose Garden
 Mutual Cut Flower Co., Inc.
 Albert J. Neill
 Nelson & Holmberg
 Nor Cal Flower Growers
 Nordlie, Inc.
 Norfolk Wholesale Floral Corp.
 Nyren Brothers, Inc.
 Oglesby Plant Laboratories, Inc.
 Oregon Roses, Inc.
 J. B. Parks Wholesale
 Florist, Inc.
 Pikes Peak of Texas
 Plant Marvel Laboratories
 Reeves Floral Products
 Regency International
 Bus. Corp.
 Rhyme Floral Supply
 Manufacturing Co.
 Riverdale Farms, Inc.
 Sakata Seed America, Inc.
 Robert Saunders & Co.

Schaefer Greenhouses, Inc.
 Shinoda Floral Co.
 Stimming Flowers
 James Sykora
 Tagawa Greenhouses, Inc.
 Dr. Harry K. Tayama
 Tennessee Florist Supply
 Transamerica Floral Imports
 Hero Tsukushi
 Twin City Florist Supply, Inc.
 Uniflora Overseas Florida, Inc.
 United Floral Exchange, Inc.
 US Floral Corp.
 Valent U.S.A. Corporation
 Vosters Nurseries, Inc.
 Mr. & Mrs. Otto P. Wentland
 Olin Wetzel
 White's Nursery &
 Greenhouses, Inc.
 Wilsey-Bennett Co.
 Floral Trans. Div.
 Mrs. Georgia Yoder
 Renato J. Zappettini
 William Zappettini Co.



On hand to receive Guardian plaques for contributions of \$2500-\$5000 during the luncheon were (left to right): Rick Johnson, J.R. Johnson Supply; Lyle Akey, for U.S. Flowers; Lenny Walker, for Platz Flowers & Supply; Jack Van Namen, Navco International; Dave Kitayama, Kitayama Brothers Greenhouses; and Tim Matsumo, for Colorado Floral Products.

Guardian

Jim Akin, Inc.
 Aldik Artificial Flower Co.
 Allied Florists Association
 of Baltimore
 Allied Florists Association
 of Illinois
 American Floral Arts School
 Tom Bergkamp
 Berthold-Grigsby, Inc.
 Berwick Industries, Inc.
 John L. Bodette
 Branch-Smith Publishing Co.
 Bright's Florist Supply, Inc.
 Buchbinder Bros.
 California Florida Plant
 Company
 California Flower Market, Inc.
 Callahan Wholesale
 Florists, Inc.
 Calvert Wholesale Florists, Inc.
 Carson & Gebel Ribbon Co.
 Chicago Flower Exchange

Guradians Continued...

| | | |
|-------------------------------|----------------------------------|----------------------------------|
| Colorado Floral Products | International Floral Corp. | Ninomiya Nursery Co. |
| Burdette Coward & Co., Inc. | Edward Jacobson, Inc. | North Central Florists |
| Crissey, Inc. | Jiffy Foam, Inc. | Association |
| Delhi Hills Flower & Garden | J.R. Johnson Supply, Inc. | Olson's Greenhouses |
| Center, Inc. | Johnston Investments | Pennsylvania Florist |
| Deloache, Inc. | Ronald Jones Ferneries | Association |
| Design Master, Inc. | Jones The Florist | S. Arthur Peterson |
| Jim Durio Florist, Inc. | David L. Jones | Pikes Peak Wholesale |
| Austin S. Edgar, Inc. | Wholesale Ltd. | Florist, Inc. |
| Elliott & Williams Roses | Karthauser & Sons, Inc. | Platz Flowers & Supply |
| Equiflor Corporation | Jack B. Kaufman | Premium Flowers Corp. |
| Esprit-Miami, Inc. | Keeline-Wilcox Nurseries, Inc. | A.B. Price, Inc. |
| FTD District 3-B | Keller Pottery Co. | Rojahn And Malaney Co. |
| FTD District 3-G | Kitayama Brothers | Hans Rosacker Co. |
| FTD District 9-D | Greenhouse, Union City, CA | S&S Wholesale Florist |
| FTD District 10-A | Kitayama Brothers | Sabana Farms |
| Flint Florist Exchange | Greenhouse, Brighton, CO | Scott's Gladiolas Farms, Inc. |
| Floral Greens International | Lakeland Florist Supply, Inc. | Harry A. Sharp |
| Floral Resources/Hawaii, Inc. | Philip Lavalle | Shoch's Wholesale Florist |
| Florimex, Inc., New York | Lemac Nurseries | Leona Short |
| American Nurseryman | Norma A. Lineberger | Earl J. Small Growers, Inc. |
| Flower Trading Corp. | Lion Ribbon Co. | Southeastern Florist Association |
| Don Flowers Florist, Inc. | Lomey Manufacturing Corp. | Southern California Flower |
| L. Ginsberg, Inc. | The Los Angeles | Growers Association |
| Furrow & Company, Inc. | Flower Market | Southern Rainbow Corp. |
| Green Leaf Enterprises, Inc. | Lubbock Wholesale | Southern Steel & Wire, Inc. |
| The Green Thumb, Inc. | Florist, Inc. | Speight Associates Ltd. |
| Greenpoint Nurseries | M.J. Malloy Company | H.L. Stansell Trucking Co. |
| Growers Wholesale Florist | Alex R. Masson, Inc. | Sunbay, Inc. Wholesale |
| A. Gude Sons Company | Bob Mears Wholesale Florist | Florists |
| The Haeger Foundation | Herman Meinders | Tennessee Florist Supply, Inc. |
| Halifax Floral Co. | Michigan Floral Association | Tulsa Greenhouse, Inc. & |
| Mr. & Mrs. John Hanford | Betty Sapp Miles | Four State Wholesale |
| Hawaiian Heart, Inc. | Miller's Wholesale Florist, Inc. | Ultra Floral Products |
| Irene Hayes, Wadley & | Mischler's Florist | U.S. Flowers |
| Smythe | Missouri State Florists' | Veldkamp's Flowers |
| Joseph H. Hill Co. | Association | Alice Walker |
| Howard J. Hook | A.D. Mohr Greenhouses, Inc. | Virginia R. Walter |
| Huddart Floral | Molbak's Greenhouse, Inc. | Walterdale, Inc. |
| IF Supply Company, Inc. | Grace L. Moore | Weidner's Gardens, Inc. |
| Illinois State Florist | NPI | Zeidler Floral Co. |
| Association | Navco International | Florence H. Zuegel |

Vanguard

800-FLOWERS

Milton Adler Company

Agrexco USA Ltd.

Agriflora Corporation

Ah Sam Floral Co.

Ahern's, Inc.

Allcities Allstates Flowers-By-Phone

Ameri-Cal Floral

American Clay Works & Supply Co.

American Foliage Co.

AA Importing

Amling Brothers

Amlings Flowerland

Anchor Hocking

Apex-Neidinger, Inc.

Sam Applebaum

Aromas Nursery, Inc.

Association Florida Gladiolus

Growers, Inc.

Mr. & Mrs. Lloyd Bachman

C.J. Baker Wholesale Florists

Baldwin Wholesale Florist, Inc.

J.A. Balistreri Farms

Ballard Blossom Shop

Barco Sons, Inc.

Charles Barr Co.

Beall's Roses

A.G. Beiser Wholesale Floral Co.

Bel-Air Flower Growers &

Shippers, Inc.

Robert J. Bennett Wholesale

Florist, Inc.

Glenna M. Benton

Mr. & Mrs. Newt Beugen

Biaggi's Evergreen Co.

Billings Floral

Blackwell Nurseries, Inc.

Boulevard Florist

Mr. and Mrs. Ray Bozeman

Monica Bramblett

Brand Flowers, Inc.

Brautigam Florist

Bronx Florist Supply Co., Inc.

G.R. Brown Co.

Brown Floral Co.

Buckingham Florist, Inc.

H.M. Buckley & Sons, Inc.

Buning The Florist

Len Busch Roses

California Flower Farms, Inc.

California Flower Shippers, Inc.

California Pajarosa

Canton Wholesale Floral, Inc.

Carlton Rose Nurseries

Carolina Wholesale Florist

A. Cavallaro & Son, Inc.

Cedar Rapids Greenhouses

Charlotte Florist Supply Co.

Chipola Nurseries, Inc.

Condor Farms

Conklyn's, Inc.

Continental Floral Greens

Continental Flowers

Coy Kendall Greenhouses

Crowley Brothers, Inc.

Cut Flower Exchange of Pennsylvania

Daisy Hill Greenhouses, Inc.

Dakota Plastics Company

Davidson-Uphoff, Inc.

Dean's Designs, Inc.

Bradley Deprez

Diane Deprez-Harmon

Robert Deprez

DeSantis Florist

DeVor Nurseries, Inc.

Dey Brothers Greenhouses

Didier Greenhouses, Inc.

Dos Pueblos Orchid Company

Lynn Doyle Flowers

Carl Dreisbach, Inc.

J.W. Dudley Sons Co.

Thomas Dean Dudley

East Coast Bulb Farm

Edward's Florist

Edward's Florist Supply, Inc.

Elliott Rose Co. of Madbury, Inc.

Ellis Floral Co., Inc.

Endres Floral Co.

Ensign Wholesale Florist, Inc.

Erie Cut Flower & Supply Co., Inc.

Everflora, Inc.

FTD District 1-G&H

FTD District 5-A&B

FTD District 6-E

FTD District 6-F&G

FTD District 7-D

FTD District 7-I

FTD District 9-H

FTD District 1-L

Fenton Art Glass Co.

Ferris Brothers, Inc.

Louis Figone Nursery

Fiksdal's Flowers

Fisher Florist

Flambeau Products Corp.

Raymond A. Fleck, Inc.

Fleming Wholesale, Inc.

Floral Acres, Inc.

Floral Ave. Greenhouse Co.

Florida State Florists' Association

Florimex Chicago, Inc.

Flowers By Esther

Flowers By Sandy, Inc.

Floracraft Corp.

Foxpoint Plant Growers

Frampton's Greenhouses

Franklin China Co., Inc.

Frank Fredenhagen

Friesell Ranches

Harry H. Fukutome Nursery, Inc.

Garden City Floral

Gassafy Wholesale Florist

Geneva Flower Farm

George's Florist

Ghilarducci's Florists, Inc.

Giftwares Company, Inc.

Gish's Pacific Flowers, Inc.

Louis B. Glick & Son, Inc.

Golden West Greenhouse

Gordon's Greenhouse, Inc. of

Bear Valley

Joan S. Gordon

Dr. Carl F. and Jean Gortzig

Robert L. Graham

Grande Greenhouse

Greenwood Greenhouses

Growing Systems, Inc.

Don Hahlbeck Greenhouse

Hall's Flower Shop

Handy Floral Products

Hanford's, Inc. Wholesale

Hardin's Wholesale Florist

Harrison Wholesale Floral, Inc.

Hastings, Inc.

Hauge's Flower Store, Inc.

Hausermann Orchids

Hawkins Greenhouses

Heap Greenhouses, Inc.

Heeney Company, Inc.

Henry's Plant Farm

Hermes Floral Company

Herman J. Heyl Florists, Inc.

Heyl Roses, Inc.

Hiawatha, Inc.

Hirt's Wholesale Co.

Simon Hoekstra and Son

Hub Floral Corp.

IBC, Inc.

IBG International

Illinois Bronze Paint Co.

INARCO

Ivy Acres, Inc.

Jacksonville Wholesale Floral Co.

Jacobsens Flowers

Jednak Floral Co.
 Jetram Sales, Inc.
 Johnson's Roses, Inc.
 Johnston & McCallum, Inc.
 T. Larry Jones, Inc.
 Jones Wholesale Florist, Inc.
 Henry J. Kaufman &
 Associates, Inc.
 Kessler & Associates
 Keystone Ribbon & Floral
 Supply Co.
 King Wholesale
 Kitayama Brothers Greenhouse,
 Watsonville, CA
 Klenke Floral
 Klupenger Nursery &
 Greenhouse, Inc.
 Mark Knox Flowers
 Koehler & Dramm, Inc.
 Charles F. Kremp 3 Florist
 Kurt Weiss Florist, Inc.
 Frank Kuwahara
 Lafayette Florist & Greenhouses, Inc.
 Lakeland Florist Supply, Inc.
 Lakewood Greenhouse, Inc.
 Lamborn Floral Co.
 Lanman Flower Shop, Inc.
 Laysen's Flowers, Inc.
 Herman Lederer Sons
 Lee Wholesale Floral, Inc.
 Ed Lenz Enterprises, Inc.
 Lindskoog Latham Flowers
 Lloyd's Wholesale Florist
 Ludy Greenhouse
 Manufacturing Corp.
 Lynde Greenhouses, Inc.
 M & M Wholesale Florist, Inc.
 W.W. McAllister Co.
 H. Hunter McIntire
 Rod McLellan Co.
 McNamara-Broadripple Florist.
 Robert Mann Packaging Co.
 Marshall St. Greenhouses
 Mary Jane Florist Gift Shop
 Andy Mast Greenhouses
 Henry Mast Greenhouses, Inc.
 Mazzoni Farms, Inc.
 Meldrum Manufacturing &
 Engineering
 Meskers'
 Ruth Messmer-Florist, Inc.
 Alice Metcalf
 Henry F. Michell Co.
 Middle Atlantic Florists Association
 Harry Miller Flowers
 Paul Minor, Inc.

Minshall The Florist, Inc.
 Mountaineer Greenhouses
 H.R. Mueller Florist
 Muennich Sales, Inc.
 Multiflora Import Co.
 A. Nagamine Nursery, Inc.
 H. Nakano & Sons
 Nanz & Kraft Florist
 Navlet's Florists
 Nettie's Flower Garden, Inc.
 Newton Greenhouse
 Hannah Niday Florist, Inc.
 Novette Trading Ltd.
 Novacek Greenhouses
 Oak Grove Fernery
 Oelschig's Wholesale Nursery
 Oklahoma State Florist's
 Association
 Robert L. Orth, Inc.
 Stephen Otte
 Pacific Coast Evergreens
 Parmenter Florist, Inc.
 Dr. Michael Parrella
 Pennsylvania Cut Flower Co.
 Peoples Flower Shops
 Phillip's Flowers & Gifts
 Phoebe Floral Shop
 Phoenix Flower Shops
 William Pinchbeck, Inc.
 Mr. & Mrs. Gustav C. Poesch
 Poulsen Greenhouses, Inc.
 Pressells Flowers
 Harvery O. Preuss Florists
 Quality Gladiolus Gardens, Inc.
 Quality Wholesale Florist
 Quinlan Wholesale Florist, Inc.
 George W. Radebaugh & Sons
 Regional Farms, Inc.
 Reliable Glassware &
 Pottery Co., Inc.
 Curtis W. Richardson, Inc.
 Steve Summers
 Rockwell Farms, Inc.
 Ross Marketing
 Royal Gorge Flower Farms, Inc.
 San Lorenzo of Texas
 Satow Growers, Inc.
 Schaaaf's, Inc.
 Mr. & Mrs. Israel Schneider
 Mr. & Mrs. Robert O. Schurke
 Seagroatt Companies
 Selecta Farms, Inc.
 Select Ribbons, Inc.
 Delois C. Shelton
 Shenandoah Floral
 Manufacturing Co., Inc.

Ken Short
 Shreveport Flower Mart, Inc.
 Delbert Smith, Inc.
 Southern Retail Florist
 Association, Inc.
 Stimming Flowers of California
 Stringer Wholesale Florist, Inc.
 Susan's Florist
 Syracuse Pottery, Inc.
 Tayama Wholesale Florists
 Taylor's Flower Shop &
 Greenhouse
 The Taylors of Penny Hill
 Tennessee Wholesale
 Florists, Inc.
 Texas State Florists' Association
 J. H. Thompson, Inc.
 Thompson Rose Sales, Inc.
 Tipton & Hurst, Inc.
 Tommy's Wholesale Florist, Inc.
 Ulery Greenhouse Co.
 United Floral Supply, Inc.
 United Wholesale Florists
 of California
 Vacuum Orna-Metal, Inc.
 Van Dyk Brothers
 Wholesale Florist
 Jacob & Rita Van Namen
 Vanni Nursery, Inc.
 Vestal Woda Farms
 Victor The Florist
 Vinson & Fortiner
 Vogt's Flowers, Inc.
 Wadsworth Control Systems, Inc.
 Curtis Wagner Co., Inc.
 Wagner Greenhouses, Inc.
 P.A. Washburn
 Welch Wholesale Florist, Inc.
 West Side Greenhouses
 Weston Trucking Co.
 Weyerhauser Tissue
 Culture Center
 Bruce Wheeler
 Virginia Wienhoeber
 J.F. Wilcox
 Wild Flowers Quality Wholesale
 Florist, Inc.
 Wilhide's Flowers
 Windler Wholesale Floral Co.
 World Flowers, Inc.
 Everett Wright
 XYZ Import, Inc.
 G. Ramsey Yoder
 York Flowers, Inc.
 Zieger & Sons, Inc.
 Zipperer Farms

Sentinel

Air Conditioned Roses
Allen Associates, Inc.
Allied Florists of Delaware Valley
Allied Florist Association of Virginia
Allied Florists Association
of Greater Washington
Allied Florist of Worcester County
Amling Co.
Clarence Amling Roses, Inc.
Andre Greenhouses, Inc.
A-Roo Company
Augusta Wholesale Florist
B&K Tool Die Stamping Co., Inc.
Harold L. Bachman
Stanley Bachman
Todd L. Bachman
Maud Baker Flower Shop
Banner Flower Shop
Barter Brothers Florist
John P. Bartlett
Henry Bass Greenhouses
Baumgarten Krueger Floral
Bell Greenhouses, Inc.
Bens Transworld-Imports
Glenna H. Benton
H.G. Berning
Hubert J. Beudert
George's Wholesale Florist
Bonnett Wholesale Florist, Inc.
Boone Greenhouses, Inc.
Bordine's Better Blooms
Louis J. Brand
Frederick Brasco Florist
Breitinger's Flowers, Inc.
Brookview Floral, Inc.
Brothers Brothers
Buffalo Import Co.
Busch Greenhouses, Inc.
Callaway Florists & Greenhouses
Callison's, Inc.
Elaine L. Carbone
Carey's Flowers, Inc.
Carpenter's Flower Shop
Cedar Bridge Nurseries
T.S. Chan Nursery, Inc.
Channel Island Floral
Chase Gardens
G.C. Chastain Co., Inc.
Archie Clapp
Frank Clesen & Sons, Inc.
D.S. Cole Growers
Collins Flowers, Inc.
Colman Florist, Inc.
Colonialware Wholesale, Inc.
Colorado Gold Wholesale Florist
Colorado Springs Wholesale Florist,
Inc.
Columbia Florist Club
Connell's Bexley Greenhouse
Harold Cook
P.S. Cook
Cosmar Air Freight Service
Costa Nursery Farms
Costin's Flowers & Gifts
Cottage Gardens Nursery, Inc.
John W. Cox Wholesale Florist
Craftex Wholesale Distributors
Creative Marketing Concepts, Inc.
Cronin Florist Shop
Crown Floral
Crown Import Corp.
D & C Wholesale Florist, Inc.
D & W Greenhouses
Dalton's Flowers
Danielson Floral Co.
Kay Danzer Co.
Daudelin's Flowers-Gifts
Dautoff Flower Growers
Delaware County Wholesale Florist
Detroit Flower Growers, Inc.
Dietert Wholesale Florist
Gene M. Dodson and Associates
Doherty Flowers
Dramm International, Inc.
John Dramm Sales
Durban Greenhouses, Inc.
Ralph Durst Rose Gardens
Dusty's Flowers & Gifts
DWF of Dallas
DWF of Norfolk
DWF of St. Louis
DWF of Salt Lake City
DWF of Tacoma
Eastern Floral and Gift Shop
Echter's Greenhouses, Inc.
Elfrieda's Flowers, Inc.
Elliott Greenhouses
Entenmann's Florists
Everflora Chicago, Inc.
Express Seed Co.
FTD District 6 H & I
FTD District 13 J & K
FTD District 7 J
FTD District 9-B
FTD District 15 E
FTD District 11-K
FTD District 13-B
FTD District 13-D
FTD District 11 O & P
FTD District 11 M
Fantom & Gahs Greenhouses, Inc.
Fayette Wholesale Florist, Inc.
Fellys Flowers, Inc.
The Fetzer Greenhouses
Robert Fine Associates
Dave Fischer Greenhouses
Fischer's Flowers
Floral Marketing Association
Floral Supply, Inc.
Floralware By EPM
Florida Fern Growers Association
Florists Review
Flot Aire, Inc.
Flowers By Dick & Son
Flowers By Ford
Flowers Direct, Inc.
Flowers First, Inc.
Flowers From Florida, Inc.
Flowers Tommy Luke
Flowers Inc. Wholesale
Forest Grove Ferneries
Four Seasons Roses
Fraser's Flowers
Fredlo Farms
Freeman's Flowers
G&E Greenhouses, Inc.
Gainan's Flowers
Galloway Florists, Inc.
Gardenville Greenhouses
Gardner's Westwood Flower Shop
The Garland Company
Garner Farms, Inc.
Jerry Geary Flowers
Genna's Wholesale, Inc.
George M. Geralis
Gerhart Greenhouses
Germantown Greenhouses, Inc.
Glenn's Wholesale Florist, Inc.
Golden Gate Flower Growers
Gongaware & Parry Florist
Graham Wholesale Floral, Inc.
Grayce Floral Supplies, Inc.
Greater St. Louis Flower
Growers Association.
Green Circle Growers, Inc.
Green Mountain Florist Supply
Helen Haley
Helsema Greenhouses
Harmar Products, Inc.
Harrison Flowers
Hartford Farms, Inc.
Hartford Florist Supply
Billy Heroman's Flowerland, Inc.
Hertog Floral Co.
Ed Heyden Greenhouse
Hibco Plastics, Inc.
A.B. Hill

Hixon's Floral School
 Hoo's Florist & Plant Shop
 Hopper's Wholesale Florist
 Hrnak's Flowerland, Inc.
 Huhn's Greenhouse
 Hungerford Farms, Inc.
 Joy of Flowers
 Illiana Unit of Teleflora
 Inglis Florist
 International Flower Exchange
 Ironwood Evergreens, Inc.
 Ivandale Floral Co.
 J & E Wholesale Floral Co.
 Earle A. Johnson Florist
 Johnson Floral Co.
 Johnson Greenhouses, Inc.
 Johnston The Florist
 Robert Jones' Mt. Madonna
 Orchids
 KPT Wholesale Florist
 Kannapolis Wholesale Florist
 Kansas State Florists Association
 Kariya Nursery
 Kato Cut Flower
 Kearney Floral Co.
 Kel-Stan Product Co.
 Kervan Co., Inc.
 Norm Kesel Florist, Inc.
 Mrs. Leland T. Kintzele
 Koch Originals
 Kocher Flower Growers
 Kodama Sunnydale Greenhouse
 Kono & Sons, Inc.
 Kuhn Flowers, Inc.
 Lake Washington Greenhouses
 Lala Imports, Inc.
 Lebens Flowers, Inc.
 Merlin Leger
 Leo's Flowers
 Leonard Levy
 Lewis Brothers, Inc.
 Louisiana Wholesale Florists, Inc.
 Dave Lowenheim & Associates
 MGB Wholesale, Inc.
 McCallum Wholesale Floral
 Services, Inc.
 J.M. McConkey & Co., Inc.
 McLeod Florist
 Maday Wholesale
 Greenhouses, Inc.
 Maekawa Brothers
 Greenhouses, Inc.
 Magicsilk Div. of Selo, Inc.
 Richard Malvern Florist
 March & Co.
 Joseph Markow Florist

Massoni Wholesale, Inc.
 The R. Alexander Masson
 Foundation
 Mattern Floral, Inc.
 Mattoon Flower Shop &
 Greenhouses
 Matzke Florists
 Meadows Brothers Nursery
 Equipment
 Joseph S. Merritt Jr.
 Donald Metzger
 Edwin Michel, Inc.
 Mid Island Floral Supply Ltd.
 Kei Mikuriya
 Miller Floral Co.
 Don Miller Greenhouse Co.
 Mistletoe Wholesale Florist
 Miyashita Nursery
 Mobile WholesaleFloral Co.
 Erwin Mojannier Enterprises
 Montana State Florist Association
 Moore's Wholesale Florists
 John R. Moore Greens Co., Inc.
 Moore's Wholesale Florist
 Morgan Guaranty Trust Co.
 of New York
 Mosmiller Florist
 Mountain View Wholesale
 Florist, Inc.
 Nabeta Nursery, Inc.
 K. Nakashima Nursery Co.
 National Greenhouse Co.
 James Naylor, Inc.
 Neilson Orchids
 Ness Flowers
 Neubauers Flowers, Inc.
 Newport Flowers, Inc.
 Niedens Hillside Floral, Inc.
 Nishimoto Nursery
 Novelties By Premier Ltd.
 G. Nutile, Inc.
 Oakland Flower Shop, Inc.
 The Oklahoma Flower Market
 Orchid Isle Nursery
 Orlander Florist, Inc.
 Herman Orth Corp.
 Pacific Flower Shippers, Inc.
 Panacea Products Corporation
 Panzer Nursery, Inc.
 Paradise Candles, Inc.
 C.P. Wagner Company
 S. Arthur Peterson, Inc.
 Pickrells Wholesale Flowers
 & Supplies
 Pietrafeso Greenhouses
 Pletschers Greenhouses, Inc.

Poets of WF&FSA
 Pontiac Greenhouses
 Princess Ribbon Corp.
 S. Russell Prizer Florist
 Reeds Flowers
 Henry T. Ritter
 Riverside Wholesale Florist
 Clarence Roberts
 Rockville Florist
 Rocky Mountain Wholesale
 Florists, Inc.
 Dick Rosacker
 Rose Club
 Rosedale Greenhouses, Inc.
 Rosemont Gardens
 Rough Brothers, Inc.
 Rubens Originals
 St. Louis Wholesale Plant Co.
 San Diego Florist Supplies
 James Saunoris & Sons, Inc.
 Savon Wholesale Florist Supply
 Mrs. Cel Scherrer
 Schlag's Gladiolus Farms
 Sedan Floral, Inc.
 Shady Hill Gardens
 John D. Shanklin
 Willis Shaw
 John Shelton
 Sheppard Enterprises, Inc.
 Robert & Nancy Shibata
 Shinoda Design Center, Inc.
 Sierra, Inc.
 Siri Brothers Nursery, Inc.
 The Gordon L. Smith Co.
 Ray Smith Cut Flowers
 Smith's Flower Shop
 Society of Iowa Florists
 South Louisiana Co-op, Inc.
 Southern Cut Wholesale Flowers
 Sparks Florist
 Specialty Wood Products
 Spokane Flower Growers, Inc.
 Springfield Florists' Supply, Inc.
 Spurlock's Flowers
 Stadium Flowers
 Stemson's
 Stonehurst Wholesale Florists
 Stonequarry Greenhouses, Inc.
 Mr. & Mrs. Leo Stuhldreher
 Suburban Wholesale Florist
 Daniel Sugrue and Sons
 Sunflowers Florist
 Sun Valley Bulb Farms, Inc.
 Sunwest Wholesale Floral
 Superior Florals, Inc.
 Swanson The Florist, Inc.

T and W Sales Co.
 George Teufel Holly Farm, Inc.
 George Thomas Floral
 Thornton Wholesale, Florists
 Tietze Wholesale Florist
 Tobler's Flowers, Inc.
 Todd's Flowers
 Topstar Floral, inc.
 Tri City Florist Supply
 Tropic Greenhouses
 Tropical Foliage Plants, Inc.
 Tulsa Flower Exchange, Inc.
 Two-E Carnations, Inc.
 Union County Florist Supply, Inc.
 Uto's Greenhouse, Inc.
 Val-Al Greenhouses, Inc.
 Jack A. Van Namen
 Van Zanten's, Inc.
 Vans Floral Products of
 Indianapolis
 Vaughan, Inc.
 Vestal Wholesale Florist, Inc.
 Viva's Flowers
 Viviano Flower Shop
 Wald Imports Ltd.
 Clinton A. Wallace
 The Wamego Floral Co.
 Watsonville Nurseries
 Weinstocks Flowers & Gifts
 Ray Western
 Wilch, Smith & Brock
 Dr. Harold F. Wilkins
 Willow Specialties
 Wilmington Florists Exchange, Inc.
 Winandy Greenhouse Construc-
 tion Co.
 Norman H. Winter, Inc.
 Witmer's Greenhouses, Inc.
 Hubert J. Wolfe
 Wm. Woodruff's Son, Inc.
 Yoshida Farms, Inc.
 Youngstown Plant & Flower
 Zimlickh The Florist, Inc.

Sponsor

Adams Flowers, Inc.
 Ades & Gish Nurseries
 Adhesive Technologies
 Advanced Horticultural
 Systems
 Amato Wholesale
 American Floral Exchange
 America's Florist Petalpeddlers
 Annandale Florist, Inc.
 Arne Distributors, Inc.
 Artistic Flowers, Inc.
 Associated Florist
 Supplies, Inc.
 B & H Flowers, Inc.

Baack's, Inc.
 Debby Moore Baker
 Barkley's Woodstock
 Floral
 Mickey Batinelli
 Bradley Beck
 Briarwood Florist
 Brillant Farms
 Bill Bucnick
 California Protea
 Management
 Frank Campisi
 Cenflo, Inc.
 F.L. Chopin & Sons, Inc.
 City Floral Co.
 Clair's Flower Shop, Inc.
 Floyd R. Claprood
 Colombian Carnations, Inc.
 Cortright Village Florists and
 Greenhouse
 Cypress Hills Florists
 Diamond-Line Container Corp.
 Dunlap, Coddling & Peterson
 Stewart N. Dutterer
 Flower Shop, Inc.
 Barry Elman
 Engwall Floral
 Cindy Essers Floral Shop
 Everbloom, Inc.
 Farm Fresh Flowers, Inc.
 Clifford T. Farmer
 Field of Flowers
 Fischer & Paige Ltd.
 Flowers By Georgia
 Flowerstee Nursery, Inc.
 Flowerwood
 Fran's Florist
 Fred's Flowers, Inc.
 Jim & Donna Gaunt
 Barbara Gilbert
 Glen Head Flower Shop
 GM Floral Company
 Kenneth L. Goldsberry PhD
 Grandview Greenhouses
 Green Valley Floral
 Douglas L. Hagemann
 Hallmark
 Hampshire Paper Corp.
 Vantage Financial Group
 Hoogasian Flowers, Inc.
 Kenneth W. Hopkins
 Horizon Farms, Inc.
 Arthur & Alice Ito
 Johnsen's Wholesale Florist
 Johnstons Quality Flowers
 Kervar, Inc.
 The Kester Wholesale Floral Co.
 Kirstin J. Knott
 The Straw Flower
 Lary's Florist, Inc.

Lawrence Farms
Dr. Richard Lindquist
Littler, Mendelson, Fastiff,
Tichy & Mat
Lopshire Flowers
Lucy Little Flower Shop, Inc.
Mac Lennan's Flowers, Inc.
Main Wholesale Florist, Inc.
Marlowe's Flowers & Gifts
Martina's
Flowers
M.J. McCall Co., Inc.
Meister Publishing Company
Dillon Floral Corporation
Dr. Marvin N. Miller
Molbrook Floral Fantasies
Moore Greens, Inc.
Curtis & Jonna Morgan
Mt. Vernon Florist, Inc.
Mountain View Florist, Ltd.
Hartmut & Lilia Neuendorff
Nickeson Greenhouses
John M. Nielsen
Nobel Floral, Inc.
Nuckton Company
Ocean View Flowers
Ag. Research & Ed. Center
Palisade Greenhouse, Inc.
Paul's Unique Creations
Plants, Inc.
Pleasant Valley Flowers, Inc.
Mr. & Mrs. Gregory
Reeves-Fortney
Relles Florist
A. Repetto Nursery
Rheba's House of Flowers
Robertson of Chestnut Hill Florist
Rosebay Florist Ltd.
San Diego Flowers
San Diego Wholesale Florist
Schneider's Greenhouses
Schroeder's Flowers, Inc.
Schuster's of Texas, Inc.
Silver Lerner Schwartz & Fertel
Sleepy Hollow
C. Gordon Swanson
Marie Swanson
Sweats Flower Shop
Sweetwater Tropicals
Swiss Army Brands
TPG Development Corp.
Arne & Pauline Thirup
Tri-State Florist Supply, Inc.
Uniflor Limitada
John Van Hanford Jr.
Van Maele's Florist &
Greenhouse, Inc.
James Van Namen
Vaughan's Seed Co.
Gregory Walker

John L. Webster
Wanda M. Weder
Your Flower Shop &
Greenhouse
Jack E. Williams
Woodring's Floral Gardens
Chip B. Wright
Fusae Yoshida
Yuba City Florist

Giver

Natasha L. Abbott
Jean Adamczak
Basore & Associates, Inc.
Karey L. Bassett
H.J. & Jane Bowen
Esther Brand
Marcella J. Brown
Central Michigan Wholesale
Diane E. Dorius
Laurie J. Dorman
Rita & John Fair
Fresh Cut Cards
William P. Golden
Roy Hashimoto
Philip & Phylis Hazelwood
Hemmrich & Associates
Cynthia L. Hoogasian
Laura Kantakis
Flowertree Nursery, Inc.
Keiko Kitayama
Barbara A. Koch
Michihiro Kono
Paul & Bupp Kornfiled
Mira K. Lancaster
Dwight Larimer
Tina Lee Lenberger
Nancy E. McCuen
Sylvia C. Martinez
Tamaye Nakano
New Nursery
Nitao Nursery
Kathryn D. O'Neil
William & Pam Pinkerton
Tom Pskowski
Pyramid Flowers, Inc.
Mary Rios
Jack & Gail Rogers
Romano Greenhouses
Rose City Greenhouse
Esther S. Rubin
Margaret Siira
Silver Terrace Nursery
Molly S. Slete
Doug Smith
Julie M. Stuck
Sharon Suyeyasu
Richard Tucker
Jane Wong
John A. Wott

FTD Clearing House

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|-------------------------------------|--------------------------------|-------------------------------|
| A Little Something | Clark Street Florists, Inc. | Flower Lane Florists, Inc. |
| A Sweet Touch Florist | Clark's Flowers | Flower Parlour |
| A. W. Seeley & Son | Clarks San Luis Obispo | Flowerland |
| Acacia Flower Shop, Inc. | Claudia's Flowers | Flowerland Florist |
| Accent Florist | Clayton's Floral & Garden | Flowers Galore |
| Adam's Florists, Inc. | Cleveland The Florist | Flowers and Gifts by Barbara |
| Aiea Florist | Coalinga Floral | Flowers by Colette |
| Albert's Flowers & Greenhouse | Colonial Florist | Flowers by Dick Lee, Inc. |
| Aldrich Floral Studio | Colonial Flower Shop | Flowers by Goz, Inc. |
| Aloha Florist | Colonial House of Flowers | Flowers by Hansen |
| Altman's Flower & Gift Box | Conway Palms Florist | Flowers by Jean Ann |
| Altus Floral Co. | Cooke's Flowers, Inc. | Flowers by Voyer, Inc. |
| Ann's Florist & Greenhouse | Cottage Flowers, Inc. | Forte's Flower Patch |
| Annandale Florist & Nursery | Country Thickets, Ltd. | Foster's Flowers |
| Anthony's Florist & Gifts | Crevasse's, Inc. | Four Seasons Florist |
| Arlene's Flowers | Crouthamel Flower Shop | Fran's Florist |
| Audrey's Flower Shop, Inc. | Crown Heights Florist | Frances Flower Shop |
| Aurora Village Florist | Cupertino Nursery & Florist | Fred's Flowers and Gifts |
| Backmann Florist | Cypress Gardens Flower Shop | Freeman's Florist, Inc. |
| Ball - Park Floral | Dahl's Floral Gardens | Fussell Florist, Inc. |
| Barbara's Blossom Shop, Inc. | Dalsimer, Inc. | Galeton Greenhouses |
| Barth's Florists | David's University Florist | Gali's Flower & Garden Center |
| Beatty & Sons Florist | Davis Florist | Garden City Florist |
| Becks East Peoria Florist | Demmie Blackistone & Assoc. | Garrison Hill Greenhouses |
| Bill O'Shea's Florist | Dicks Flowers, Inc. | George W. Radebaugh & Sons |
| Blossom Shop Florist | Dunwoody Flowers, Inc. | Gig Morris Belmar Florist |
| Bob Olin's Flowers | E. L. Rocquin Florist & Grnhs. | Gilliam's Flrst of Greensboro |
| Bortmas the Butler Florist | E. R. Adgate & Son Florist | GINZA Florist & Gift Shop |
| Boulevard Florist & Grnhs. | Edmonds Flower Shop | Girton's Flowers & Gifts |
| Bouquet Boutique Flowers | Elaine's Flowers | Glen Terrace Flower Shop |
| Bouquet Boutique, Inc. | Elizabeth's Flowers | Glidden Campus Florist |
| Boyntons Greenhouse | Elizabethtown Florist | Gordon's Flowers |
| Brandywine Flower, Inc. | Elmwood Florist, Inc. | Grassi's Flowers & Gifts |
| Broadmoor Florist | Emily Jaynes Flowers, Inc. | Green Bay Floral & Greenhouse |
| Brown's Flowers | Emling Florist | Green Leaf Florist |
| Buckingham Florist, Inc. | Emma's Flowers & Gifts | Greenspoint Florist |
| Buds 'n Bees | Empire Florist | Greewald's Greenhouses |
| Buell Florist & Greenhouse | Erickson's, Inc. | H. J. Nielson Florist |
| Burgevin Florist | Eve's Flowers, Inc. | H. Mormile & Sons |
| Burns Floral Co. & Greenhouse | Evelyn's Flowers | Haberkamp's Flowers |
| Burns Florist | Everett Mall City Floral | Hall & Di Maria Flower Shop |
| Busse & Rieck Sunnyside Greenhouses | Eveleth Floral Co. | Halliwells Florist |
| Butterfields Mall | Feeney Florist | Hamill Floral |
| Cable Car Florist | Fellys Flowers Inc. | Hanna's Florist |
| Casa Trias Florist | Ferrari Florist Gifts | Hansens Flower Shop, Inc. |
| Cason's Flowers & Gifts | Festus Flower Shoppe | Harold A. Ryan, Inc. |
| Charles The Florist | Fields Flower Shop | Harold Hoogasian Flowers |
| Chars Flowers, Inc. | Floden's Florist | Harold's Flowers |
| Chester's Flower Shop & Grnhs | Floral Arts | Harrisons' Flowers |
| Christensen the Florist | Floral Creations, Inc. | Harry Quint Greenhouse |
| Christoffers Custom Flowers | Florist Atlanta | Hart Floral |
| Chula Vista Florist Co. | Floristically Yours Flowers | Hemmerly's Flowers & Gifts |
| Cinderella Flower Shop | Flower Basket | Henry Weiland Co. |
| City Floral Shop | Flower Basket Greenhouses | Heritage Flowers |
| Clair's Flower Shop, Inc. | Flower Bowl & Gift Shop | Hibbard's Inc. |
| Clark Kennedy Florist | Flower Fair | Hillside Florist |

Hilltop Florist
Holmes-McDuffy Florist, Inc.
House of Flowers Greenhouse
Hrnak's Flowerland, Inc.
Hunkele
Hutchinson's Flowers, Inc.
Ice House Flowers, Inc.
Inglis University Florist
Issaquah Floral & Gift Shop
Jan's Flower Affair
Jean's Flower & Gift Shop
Jenks Flower & Gifts
Jim's Flowers
Johnnie's Floral Shoppe
Johnson's Flower Center
Joseph Thomas Flower Shop
Judd's Flowers & Plants
Jultak's Flowers
Karen's Flower Kottage
Keefe's Flowers, Inc.
Ken's Flowers & Gifts
Ken-Mar Flowers
Kingston Floral
Kitty's Flowers
Lafleurs Flower & Gift Shop
Lee Polites-Florist
Lee's Flower & Gift Shop
Lenores Florist
Leshner's Flowers, Inc.
Lige Green Flowers & Gifts
Lilly's Flowers
Little Mountain Flowers
Log Cabin Florist
Lombard Floral Co.
Longmont Florist, Inc.
Lorbeer's Flower Shoppe
Lord's Flowers
Los Alamitos Florist
Lumberton Floral Co., Inc.
M'Lady's Flowers
M. J. Steiner Flower Shop
Mableton Flower Shop
Main Street Florist, Inc.
Marion Smith Florist
Markers University Florist
Mary Bell's Flowers
Mary Jane's Floral Basket
Matles Florist
Mc Kinney's Flowers, Inc.
McLean Flower Affair
McLeod's Flowers
Memorial City Florist
Miami Floral
Michler Florist, Inc.
Midway Florist
Midwest City Flowers Shop
Millard Greenhouses

Minton's Flowers
Mueller's Flower Shop
Murphy Florist & Gifts
Nature Nook Florist
Newtown Square Flower Shop
Norm Kesel Florist, Inc.
North Liberty Flower Shop
Northside Floral
Norwalk Florist
Novak Flowers, Inc.
Olympia Florist, Inc.
Osborne's Florist
Oscoda Floral
Owens Flower Shop, Inc.
Parmentier's 9th St. Floral
Paul's Flower and Plant Shop
Penfield Flower Shop, Inc.
Penny & Irene's Flowers
Petal Florist
Petal Patch
Petal Pusher Florist
Peter's Flowers
Phoenix Flower Shops
Placerville Flower Shop
Plaza Flowers
Pompton Lakes Florist
Posno Flowers
Pretty Flowers
Pugh's Floral Shop
Queen Anne Flowers & Gifts
R. Miller Florist
Ralph Dillon's Flowers
Reed-Hills Florist
Riedel's Flowers, Inc.
Riverside Greenhouses, Inc.
Riverview Florist
Robbins Flowers
Robert A. Lehde Florist
Robert Rogers Florist
Rockcastle Florist
Rockville Florist
Rocky Ford Floral
Rosaia Brothers Floral
Rose Glen Florist, Inc.
Rose's Florist, Inc.
Rosie's Florist & Gift Shop
Rothermel Flowers & Gifts
Sam's Flower and Gift Shop
San Rafael Floral Company
Santa Rosa Flower Shop
Schmidt's Flowers
Scott Florist
Sea Tac Flowers
Seifert's Floral Co.
Shady Lawn Florist & Grnhs.
Shirley Dean's Flowers
Silk's Flower Shop

Simi Valley Florist
Smith Floral Co.
Smith's Greenhouses, Inc.
Spencer Florist & Grdn Center
St. Cloud Floral, Inc.
Stanley's Flower Shop, Inc.
Stanleys Fl&Fr Baskets
State College Floral Shop
Steffy's Flowers
Stember Fashions in Flowers
Swanson The Florist, Inc.
Swartley's Florist
Taylor Floral Co., Inc.
Tehachapi Flower Shop
Thatchers Florist & Gifts
The Bouquet Shop
The Denville Plant Peddler
The Flower Cart, Inc.
The Flower Mill
The Green Scene
The Little Greenhouse
The Loraine Gardens
The Norwich Flower Shop
The Petal Pusher Florist
Susan L. Boyd
The Posey Patch Florist
Tucker Flower Shop, Inc.
Tulip Tree Floral
Valley Flowers
Vidor Florist Shop
Village Flower & Gifts
Village Green
Vincent's Greenhouse
Virginia's Flowers
Walker's Florist
Wayside Gardens, Inc.
Wayside Nurseries
Weinstock's Florists, Inc.
Welke's House of Roses
Western Florist
Westloop Floral
Wharton House of Flowers
Whidden Florist, Inc.
William J. Franklin
William-Edward Florists
Williams Flower Shop
Winfield Flower Shoppe
Winter Floral Co.
Wirth Florist
Woodbridge Shoppe
Woodinville Florist
World of Flowers
Yazel's Colonial Flowers
York Flowers, Inc.
Yuess Gardens Company
Zimmer Floral, Inc.

Projects & Grants

RESEARCH

1993 Projects Funded

Breeding

Breeding of New Hippeastrum Clutivars Using Diploid Species, (4th year). \$ 10,000

Dr. Alan W. Meerow, University of Florida.

Breeding of Geraniums Which are Resistant to Botrytis Blight. \$ 15,609

Dr. Richard Craig, The Pennsylvania State University.

Economics

Flora-Stats, an all-industry statistical data and information base initiative sponsored by the American Floral Endowment to include a comprehensive consumer research study. \$ 160,000

Horticultural Therapy

The Impact of Adding Plants to a Stressful Setting, (2nd year). \$ 5,000

Dr. Virginia I. Lohr, Washington State University.

New Crops

SAF/USDA/Endowment New Crops Program: Research conducted under an Endowment/USDA Agreement, at USDA, Beltsville, Maryland (4th year of 5 year agreement). \$ 30,000

Pest Management

Diseases and Nematodes

The Effect of Modifying the Mocoenvironment Among Geranium Stock Plants Within a Greenhouse on Botrytis Blight and Sporulation of Botrytis Cinerea, (3rd year). Dr. Mary K. Hausbeck, Michigan State University. \$ 17,000

Managing Fungal Diseases of Ornamentals with Bicarbonate and Determining Their Mode of Action, (2nd year). \$ 20,000

Dr. R. K. Horst, Cornell University.

Control of Tomato Spotted Wilt Virus Using Transgenic Plants That Produce Virus-Specific Monoclonal Antibodies, (2nd year). \$ 10,000

Dr. John S. Hu, University of Hawaii.

Production and Maintenance of Pathogen Free Bulb Crops Under Field Conditions in Florida. \$ 17,000

Dr. F. William Zettler, University of Florida.

Development of Resistance to Tomato Spotted Wilt and Similar Viruses in Floral Crops, \$ 25,000

Dr. James W. Moyer, North Carolina State University.

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|---|-----------|
| <i>Detection and Partial Characterization of Pelargonium Viruses with Emphasis on Pelargonium Flower Break Virus,</i> Dr. Stephen T. Nameth, Ohio State University. | \$ 5,000 |
| Insects and Mites | |
| <i>Fungal Pathogens for Biocontrol of Thrips in Greenhouses,</i> (2nd year). Dr. Bruce L. Parker, The University of Vermont. | \$ 10,000 |
| <i>Plant Resistance as Part of IPM for Whiteflies on Floral Crops,</i> (3rd year). Dr. John P. Sanderson, Cornell University. | \$ 20,000 |
| <i>Evaluation of Elevated CO2 for Control of Greenhouse and Sweet Potato Whiteflies on Poinsettias,</i> (2nd year). Dr. Susan S. Han, University of Massachusetts. | \$7,000 |
| <i>Development and Implementation of IPM Strategies In Floriculture,</i> (6th year). Dr. Michael P. Parrella, University of California - Davis. | \$ 50,000 |
| Physiology | |
| <i>Identification of Ethylene Responsive Genes in Flowers,</i> (2nd Year). Dr. Kathleen B. Evensen, Pennsylvania State University. | \$ 10,000 |
| <i>Leaf Yellowing in Easter Lilies: Causes and Solutions,</i> Dr. William B. Miller, Clemson University and Dr. Allen P. Hammer, Purdue University. | \$ 22,000 |
| <i>System II Ethylene Synthesis in Carnation Petals,</i> Dr. Richard J. Gladon, Iowa State University. | \$ 11,000 |
| Post Production Studies | |
| <i>Post-Greenhouse Production Evaluations of Forced Bulbous Plants,</i> (5th year). Dr. Terril A Nell, University of Florida, and Dr. Gus DeHertogh, North Carolina State University. | \$ 12,000 |
| Production Technology | |
| <i>Evaluation of a Simple Automated Bioreactor for the Production of Pelargoniums,</i> (2nd year). Dr. Richard N. Arteca, Pennsylvania State University. | \$ 5,000 |
| <i>Development of a Plant Shoot Temperature Model for Greenhouse Climate Management.</i> Dr. Royal Heins, Michigan State University. | \$ 15,000 |
| Other | |
| <i>Human Resource Management Practices in Florist Production Firms,</i> (2nd year). Dr. Thomas R. Maloney, Cornell University. | \$ 21,000 |
| Education | |
| <i>Career Opportunities in the Floriculture Industry Video Production.</i> Virginia R. Walter, Cal Poly State University. | \$ 36,320 |

1994 Projects Funded

Breeding

Breeding of New Hippeastrum Cultivars Using Diploid Species, (5th Year). Dr. Alan W. Meerow, University of Florida. \$ 10,000

Breeding of Geraniums Which are Resistant to Botrytis Blight, (2nd Year). Dr. Richard Craig, Pennsylvania State University. \$ 10,000

Economics

FLORA-STATS, an all-industry statistical data and information base initiative sponsored by the American Floral Endowment to include a comprehensive consumer research study. \$ 150,000

Pest Management

Control of Tomato Spotted Wilt Virus Using Transgenic Plants That Produce Virus-Specific Monoclonal Antibodies, (3rd Year). Dr. John S. Hu, University of Hawaii. \$ 6,500

Development of Resistance to Tomato Spotted Wilt Virus and Other Similar Viruses in Floral Crops, (2nd Year). Dr. James W. Moyer, North Carolina State University. \$ 15,000

Integrating Control of Botrytis and Powdery Mildew in a Greenhouse Crop. Dr. Mary Hausbeck, Michigan State University. \$ 20,000

Production and Maintenance of Pathogen Free Bulb Crops Under Field Conditions in Florida, (2nd Year). Dr. F. William Zettler, University of Florida, Gainesville. \$ 7,000

Development of IPM Strategies for Floricultural Crops, (7th Year). Dr. Michael P. Parrella, University of California, Davis. \$ 30,000

Plant Resistance as Part of IPM for White Flies on Floral Crops Dr. John P. Sanderson, Cornell University. \$ 15,000

Greenhouse Trials: Fungi for Management of Thrips, Dr. Bruce L. Parker, University of Vermont. \$ 10,000

Insecticidal Controlled Atmosphere for Management of Sweet Potato Whitefly. \$ 6,000
Dr. Susan S. Han, University of Massachusetts, Amherst.

Physiology

Leaf Yellowing in Easter Lilies: Causes and Solutions, (2nd Year). \$ 12,000
Dr. William B. Miller, Clemson University, and
Dr. Allen Hammer, Purdue University.

Post Production Studies

Post-Greenhouse Evaluations of Forced Bulbous Plants, (6th Year). Dr. Terril A. Nell, University of Florida, and
Dr. August A. De Hertogh, North Carolina State University. \$ 10,000

Increasing Flowering Potted Plant Longevity. \$ 12,000
Dr. Terril A. Nell, University of Florida.

*Regulation of Ethylene Production During Postproduction
Handling of Flower Crops.* \$ 10,000
Dr. William R. Woodson, Purdue University.

Production Technology

*Development and Demonstration of Low Cost, Easy to
Manage Zero Runoff Systems for Small-Sized Pot Plant Growers.* \$ 4,500
Dr. Thomas C. Weiler, Cornell University.

*Development of a Plant Shoot Model for Greenhouse Climate
Management, (2nd Year).* \$ 10,000
Dr. Royal Heins, Michigan State University.

*Evaluating Paper Sludge in Container Media Used for
Mum Production.* \$ 3,500
Dr. Robert R. Tripepi, University of Idaho.

EDUCATION

Attracting personnel to the floral industry has sometimes been difficult. Competition from other industries, even within the agricultural community, has always been a formidable factor. Endowment educational related programs bring a focus to the floral industry as a career.

Mosmiller Scholar Program

Prior to the inception of the Vic and Margaret Ball Internship program, the Mosmiller Scholar program provided a combination internship/grant-in-aid program to outstanding students enrolled in floriculture or environmental horticulture degree programs. Training could be in any phase or segment of the floral industry.

With the Vic and Margaret Ball program established specifically for the production segment, Mosmiller Scholarships were altered to focus and provide training in the wholesale and retail segments.

In addition to students studying in floriculture/horticulture programs, those in business schools at 2 and 4 year colleges and universities with nationally recognized floriculture programs are eligible to apply. The current award is \$2,000 per student. During 1993/94 five students were accepted into the program.

American Horticultural Therapy Association

The AHTA is dedicated to the development of horticultural therapy efforts that serve and train persons with disabilities or who are otherwise disadvantaged. The organization is also vitally concerned with the professional development, education and enhanced expertise of horticultural therapy practitioners. \$500.

Vic and Margaret Ball Internship

Through a major gift to the Endowment, the Vic and Margaret Ball Internship program was established for students at accredited 2 and 4 year institutions with nationally recognized floriculture/horticulture programs interested in the production aspects of floriculture.

This program is designed to provide an important link between traditional education and hands-on work experience in an effort to provide a complete education.

Outstanding students are selected to train for either three or six months. Awards are for \$3,000 or \$6,000 depending on training duration.

During 1993/94, thirteen students were accepted into the program.

Intercollegiate Flower Judging Contest

Much like the FFA floriculture contest for high school students, the intercollegiate contest brings university teams together to compete to determine who knows the most about the end result of cultural perfection of fresh flower, foliage and flowering plant production. Some years ago the contest was expanded to include floral design competition as well. \$6000.

National Junior Horticulture Association

NJHA is the only organization dedicated solely to youth interested in horticulture. Programs are designed to help young people obtain a basic knowledge and understanding of horticulture and develop leadership skills. \$500.

National FFA Foundation Programs

In continuing efforts to bring a focus on floriculture through students already interested in agriculture as expressed through their membership in FFA (Formerly Future Farmers of America), the Endowment sponsors several programs annually through the FFA Foundation. They are: Floriculture Proficiency Award, Floriculture Scholarship; Floriculture Contest; Booth at FFA National Convention.



1993 National FFA Proficiency Finalists pictured with sponsor John Tomasovic at the 66th National FFA Convention in Kansas City, Missouri. From left to right: Lee C. Bowen, Donald S. Hutson, Jennifer Lohrey, and Louis Trivett.



Pictured (left to right) are Lakefield team members Anne Hartman, Sally Cook and Kay Salentiny. The Minnesota team placed first of 43 teams competing in this year's event.

FFA Floriculture Proficiency Award

This program is designed to encourage agriculture students to become established in the floral industry. Students must pursue a practical experience by either establishing their own business or by training with an industry company. Students compete on a local, state and regional basis. Winners of the four regional competitions attend the national convention where the winner is selected. \$5250.

Floriculture Scholarship

One scholarship is provided to a high school student wishing to pursue a four-year degree with emphasis on floriculture. \$1000.

FFA Floriculture Contest

The Contest purpose is to stimulate the study of and interest in production and retailing of flowers, plants and foliage through the agriculture education curriculum in high schools. Teams consist of 3 members plus 1 alternate. \$6550.

Booth at FFA National Convention

For many years the Endowment has funded a floriculture booth sponsored by the Society of American Florists during the FFA national convention. For over eleven years, John and Pep Tomasovic have "manned" the booth, dedicating untold hours to this project. \$2000.

1993/94 Total Grants

Research

| | |
|--|---------|
| University of Alaska | 8,500 |
| University of Arizona | 23,200 |
| Auburn University | 9,000 |
| California Polytechnic State University | 36,320 |
| University of California, Albany | 12,500 |
| University of California, Davis | 400,265 |
| University of California, Riverside | 261,680 |
| Clemson University | 19,250 |
| Colorado State University | 87,450 |
| University of Connecticut | 109,841 |
| Cornell University | 384,660 |
| Flora-Stats | 594,600 |
| University of Florida | 326,600 |
| The Florida Agricultural Research and Education Center | 65,000 |
| University of Georgia | 11,000 |
| University of Hawaii | 37,000 |
| University of Idaho | 3,500 |
| University of Illinois | 36,500 |
| Iowa State University | 11,000 |
| Kansas State University | 26,000 |
| University of Massachusetts | 39,500 |
| Meyer Manhattan Psychiatric Hospital | 1,500 |
| Michigan State University | 400,600 |
| University of Minnesota | 73,700 |
| University of Missouri | 5,900 |
| North Carolina State University | 186,800 |
| The Ohio State University | 115,000 |
| The Ohio Agricultural Research and Development Center | 69,500 |
| The Pennsylvania State University | 189,401 |
| Purdue University | 50,500 |
| Rutgers | 9,000 |
| Society of American Florists | 66,500 |
| Texas A & M University | 14,250 |
| United States Department of Agriculture Florists & Nursery Crops Lab National Agricultural Library | 407,500 |
| University of Vermont | 27,000 |
| Virginia Polytechnic Institute & State University | 57,500 |
| Washington State University | 34,200 |
| University of Wisconsin | 26,700 |
| University of Wisconsin Medical College | 15,000 |
| WF & FSA | 2,500 |

Education

| | |
|--|-----------------|
| Academic Advisors for SAF Research Committee and Endowment | 45,000 6,000 |
| American Horticultural Therapy Association | 6,000 |
| ASHA Symposium | 500 |
| ASHS Floricultural Education Group Workshop | 1,136 |
| Vic & Margaret Ball Internship | 33,000 |
| Dr. H. Marc Cathey Publication | 3,977 |
| DuPage Horticultural School Loan Fund | 20,000 |
| FFA Convention Booth | 21,700 |
| FFA Floriculture Scholarship | 8,000 |
| FFA Floriculture Proficiency Award | 36,000 |
| FFA Floriculture Contest | 19,075 |
| Intercollegiate Flower Judging Contest | 53,800 |
| International Energy Conference - Ohio | 4,000 |
| Kiplinger Chair Publications | 11,500 |
| Mechanization Exploration Trip to Holland | 1,000 |
| Mosmiller Scholar Program | 152,800 |
| National 4-H Council | 10,000 |
| National Junior Horticulture Assn. | 6,500 |
| Profile objectives/guidelines for modeling Publication ISIS Floricultural Workshop Paper | 5,000 850 |
| Sabbatical Level Grants (10) | 58,750 |
| Smithsonian Institution | 25,000 |
| Society of American Florists | 65,249 |
| Symposium on Role of Horticulture in Human Well-Being/Social Development | 4,000 |
| Tomato Spotted Wilt Virus/ Western Flower Thrips Symposium (2) | 12,000 |

Total Research & Education Grants 1961-1994 - \$5,014,054